



MONTGOMERY WARD

*Wallpaper Book*







# *Concentrate on Color... Start with the Walls!*

## CREATE EXQUISITE BACKGROUNDS WITH COLOR-HARMONIZED WALLPAPERS



IMPORTANT NOTICE. The prices shown in this Wallpaper Book are based on wallpaper costs as of August 31, 1946; if such costs are increased, we reserve the right to increase our prices.

This Wallpaper Book may be in effect for two years. Save it and lend it to your friends.

Bring out the natural charm and loveliness of your own furnishings with new wallpaper. It's the quickest, easiest and most inexpensive way to re-decorate . . . to create backgrounds that are harmonious in color and design . . . and to give your home the warmth, charm and cheerfulness you want it to have.

Remember . . . it's your use of color that lends distinction to your rooms . . . and it's in your choice of wallpapers that you can use color most effectively to create the attractive backgrounds on which your whole decorating scheme depends.

Wards have employed nationally known designers and decorators to give you assurance that your wallpaper will be in good taste—that your home can have the distinction professional interior decorators strive for. They have created for you Color-Harmonized Wallpapers designed to be used in adjoining rooms for color perfection throughout your home.

Wards Wallpapers are all easy to hang. If you hang them yourself the cost of papering your whole house will be unbelievably small. At your request, we will send wallpaper hanging instructions with your order.

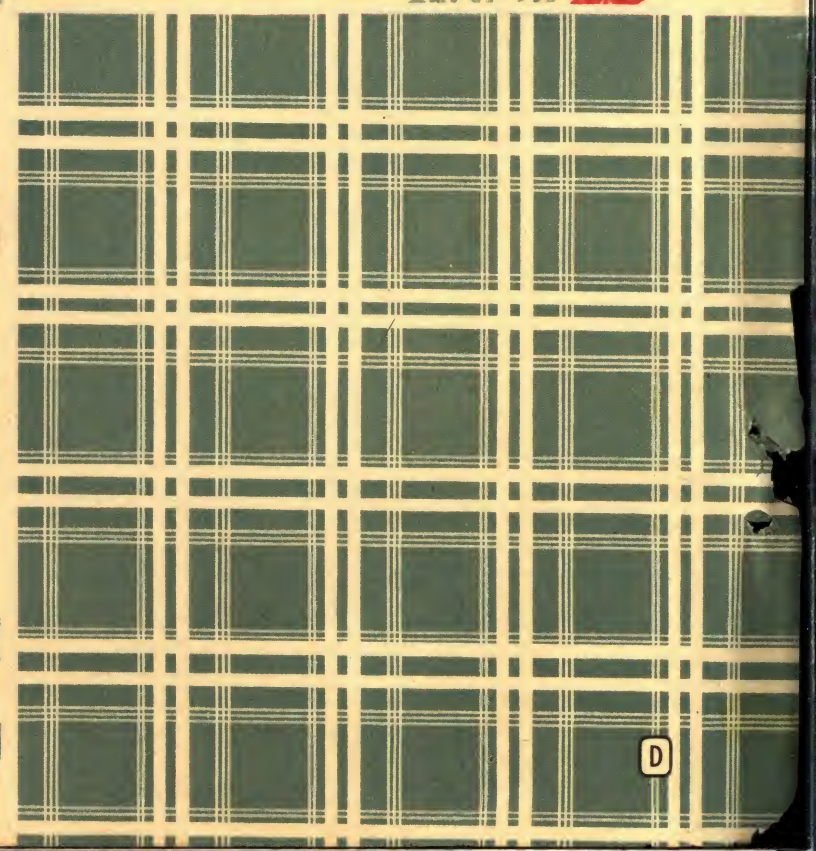
You save from  $\frac{1}{3}$  to  $\frac{1}{2}$  when you buy Wallpaper at Wards . . . the Wallpapers in this book are of pre-war quality—and still reasonably priced. Whether you buy for Cash or use Wards Monthly Payment Plan (see Page 6) you get unusual value for your money when you buy wallpaper at Wards.

## CHOOSE FROM OUR COMPLETE SELECTION ... VISIT WARDS CATALOG OFFICES

Pictured on the opposite page and on the cover of this catalog are four of Wards Hallmark Wallpapers. These papers are shown again on Page 4 and are sold on Page 5. If you wish to see the complete collection of Wards Wallpapers, including the distinguished Hallmark group, visit your nearest Ward Catalog Office or Retail Store. Order from the big Sample Books, which you may take home to compare Wallpaper colors with the colors of your own furnishings. Each sample is a full 16 by 18 inches—large enough to show how the patterns will look on your walls.









# Save in Two Ways

## 1. BUY YOUR PAPER AT WARDS

## 2. HANG IT YOURSELF

1. At Wards you save up to  $\frac{1}{3}$  to  $\frac{1}{2}$  the prices asked elsewhere for comparable wallpaper because of our tremendous volume of business per pattern and direct-from-manufacturer buying. Our economical method of distribution is "factory-to-you" . . . the most economical method of shopping ever devised.

2. Hang it yourself and save even more. You can paper extra rooms with the money you save. It's easy to hang Wards Trim-Easy Edge Wallpapers—the perforated edges tear off just like a postage stamp. You can buy enough paper for 6 rooms and hang it yourself for less than it costs to buy paper for one room and have it hung. The tools listed below will help you do a faster, neater job.

### COLOR-HARMONIZED WALLPAPERS

Listed below are four of our most beautiful Hallmark patterns. The West Point and Plaid patterns, and the Pagoda and Plaid patterns, have been designed and colored to be used in adjoining rooms. All Hallmark papers are Fadeproof—Washable—printed on extra heavy stock for extra wear.

**SIDEWALL PAPERS** are sold in Double Rolls, 18 inches wide, 16 yards long. Shipping weight 2 lbs. 8 oz.

**MATCHING BORDERS** are sold by the Yard. Shipping weight 1 oz. per yard.

**CEILING** to match papers sold below. Sold in Double Rolls, 16 yards long, 18 inches wide. Ship. wt. 2 lbs. 8 oz.

76 D 612—Double Roll. . . . .66c

#### **[A] SIDEWALL, WEST POINT PATTERN.**

76 D 7500—Green background, White design. Shown on opposite page.

Double Roll. . . . . \$1.30

76 D 4500—BORDER.  $2\frac{1}{4}$  in. wide. Yd. . . . .6c

76 D 7501—White background, Red design. Shown on inside front cover.

Double Roll. . . . . \$1.30

76 D 4501—BORDER.  $2\frac{1}{4}$  in. wide. Yd. . . . .6c

#### **[B] SIDEWALL, CARNATION PATTERN. Shown on opposite page.**

76 D 7502—Double Roll. . . . . \$1.30

76 D 4502—BORDER.  $2\frac{1}{4}$  in. wide. Yd. . . . .6c

#### **[C] SIDEWALL, PAGODA PATTERN.**

76 D 7504—White background, Green and Rust design. Shown on opposite pg.

Double Roll. . . . . \$1.50

76 D 4504—BORDER.  $2\frac{1}{4}$  in. wide. Yd. . . . .6c

76 D 7503—Green background, Gray and Yellow design. Shown on front cover.

Double Roll. . . . . \$1.50

76 D 4503—BORDER.  $2\frac{1}{4}$  in. wide. Yd. . . . .6c

#### **[D] SIDEWALL, PLAID PATTERN.**

76 D 7507—Green background, White stripes. Shown on opposite page.

Double Roll. . . . . \$1.20

76 D 4507—BORDER.  $2\frac{1}{4}$  in. wide. Yd. . . . .6c

76 D 7505—White background, Green stripes. Shown on front cover.

Double Roll. . . . . \$1.20

76 D 4505—BORDER.  $2\frac{1}{4}$  in. wide. Yd. . . . .6c

76 D 7506—White background, Red stripes. Shown on inside front cover.

Double Roll. . . . . \$1.20

76 D 4506—BORDER.  $2\frac{1}{4}$  in. wide. Yd. . . . .6c

### WARDS GUARANTEE

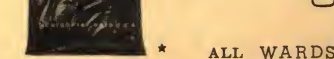
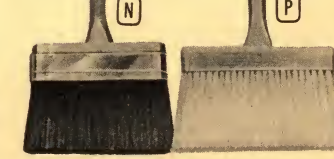
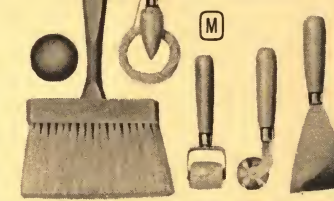
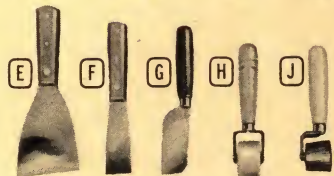
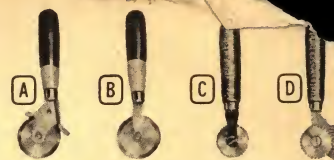
We Guarantee all Wards Wallpapers to be free from defects in materials and workmanship. Should Wards Wallpapers fail to give the service you have a right to expect, we will refund your money, including any shipping charges paid by you.

### WALLPAPER TOOLS—For Quick Professional Jobs.

- [A] Wheel Knives.** Fine quality steel blades.
- 2-inch diameter blade; has thumb and finger guard.
- 75 D 5323—Shipping weight 5 ounces. . . . .59c
- [B]** 2-inch diameter blade.
- 75 D 5326—Shipping weight 4 ounces. . . . .47c
- [C]**  $1\frac{1}{2}$ -inch sawtooth blade; for trimming around doors, etc.
- 75 D 5324—Shipping weight 5 ounces. . . . .47c
- [D]** Sawtooth Wheel-Trim Knife.  $1\frac{1}{2}$  inch wheel and trim blades.
- 75 D 5328—Shipping weight 4 ounces. . . . .49c
- [E]** **Wall Scraper.** Tapered ground flexible steel blade.
- 75 D 5352—Blade 3 in. wide, 4 in. long. Ship. wt. 7 oz. . . . .54c
- [F]** **Putty Knife.** Flexible steel blade  $1\frac{1}{4}$  by  $3\frac{1}{4}$  inches.
- 75 D 5357—Shipping weight 6 ounces. . . . .30c
- [G]** **Trim Knife.** Keen edge, flexible steel blade  $3\frac{1}{8}$  by  $1\frac{1}{8}$  in.
- 75 D 5362—Shipping weight 4 ounces. . . . .30c
- [H]** **Plastic Seam Rollers** . . . eliminate seam bulges.
- 75 D 5331—Oval, 1-inch face. Shipping weight 7 ounces. 67c
- [J]** 75 D 5332—Beveled sidearm, 1-in. face. Shipping weight 6 oz. . . . .67c
- [K]** **Smoothing Brush.** Two rows of 2-in. Horsehair, 12 in. wide.
- 75 D 5319—Shipping weight 12 ounces. . . . .98c
- [L]** **Wallpaper Shears.** Fine steel blades. 12 inches long.
- 75 D 5337—Shipping weight 1 lb. 14 oz. . . . . \$1.85
- [M]** **Paperhanger's Outfit.** 12-in. smoothing brush with 1 row of 2-in. white Tampico bristles; 6-in. paste brush with 2 rows of  $3\frac{1}{4}$ -in. white Tampico bristles; wallscraper with stiff steel blade  $2\frac{3}{8}$  by  $4\frac{3}{8}$  in. Maple plumb bob and line; carpenters' chalk;  $1\frac{1}{2}$ -in. steel wheel knife;  $1\frac{1}{2}$ -in. Maple seam roller.
- 75 D 5350—Shipping weight 2 lbs. 4 oz. Set. . . . . \$1.40
- [N]** **Utility Brush.** Brush is 6 in. wide, Tampico Fiber and Horsehair  $3\frac{1}{4}$  in. long, set in rubber. Well made and durable.
- 75 D 5312—Shipping weight 1 lb. 3 oz. . . . . \$1.30
- [P]** **Paste Brush.**  $3\frac{3}{8}$  in. White Fiber bristles. 7 in. wide.
- 75 D 5308—Shipping weight 1 lb. 4 oz. . . . .59c
- [T]** **Wallpaper Paste.** 1 lb. sufficient for 6 double rolls.
- 75 D 5300—2 pounds. Shipping weight 3 pounds. . . . .39c
- 75 D 5301—5 pounds. Shipping weight 6 pounds. . . . .89c

### Three Piece Trimming Outfit

- [U]** **Good Quality.** Set includes 5-ft. grooved wood straight edge, spring type steel rotary cutter and cutting strip.
- 75 D 5367M—Ship. wt. 3 lbs. *Available.* Set. . . . . \$1.55
- [R]** **Better Quality.** Set includes 6-ft. laminated straight edge with rustproof steel track and edge, nickel plated rotary cutter with 2-in. Swedish tool steel blade; cutting strip.
- 75 D 5379M—Ship. wt. 10 lbs. *Available.* Set. . . . . \$6.95
- Best Quality.** (Not shown) Set includes 6-ft. brass bound 5-piece laminated straight edge, nickel plated rotary cutter with 2-inch Swedish tool steel blade, and cutting strip.
- 75 D 5381M—Ship. wt. 10 lbs. *Available.* Set. . . . . \$9.25
- 75 D 5387—Extra Cutter. Ship. wt. 1 lb. . . . . 2.65
- [V]** **Straight Edge.** Enameled steel. Use with wheel, trim knife.
- 75 D 5369M—6 ft. long. Ship. wt. 10 lbs. *Available.* Not Available.
- Zinc Cutting Strip.** (Not shown) Insures clean edge.
- 75 D 5391—7 feet long, 3 inches wide. Ship. wt. 2 lbs. . . . .35c
- Wallpaper Remover.** (Not shown) 8 oz. does average room.
- 75 D 5304— 8 ounces. Shipping weight 12 ounces. . . . .36c
- 75 D 5305—16 ounces. Shipping weight 1 lb. 4 oz. . . . .53c
- Patching Plaster.** (Not shown) To patch small cracks.
- 75 D 5829— $2\frac{1}{2}$  pounds. Shipping weight 3 pounds. . . . .15c
- 75 D 5830—5 pounds. Shipping weight 6 pounds. . . . .25c
- Wall Size.** (Not shown) Use on plaster and paint under wallpaper or kalsomine. One pound sizes average room.
- 75 D 5931—1 pound. Shipping weight 1 lb. 8 oz. . . . .29c





# It's Easy to Figure Amount of Wallpaper Needed

## USE CHART FOR AVERAGE SIZE ROOMS

DEDUCTIONS HAVE BEEN MADE . . . This chart tells you immediately just how many rolls of sidewall and ceiling paper you need; also yards of border. The chart is based on rooms with average window and door areas. Ordering extra rolls is not necessary. If your rooms are not of the sizes listed below, use simple method explained at right.

IMPORTANT ORDERING INFORMATION . . . Be sure to notice width of wall-paper pattern you are ordering. Use the 18-in. Double Roll column in the table for 18-in. paper and the 30-in. Triple Roll column for 30-in. paper.

SIZE OF ROOM IN FEET	ROLLS OF SIDEWALL NECESSARY				YARDS OF BORDER	DOUBLE ROLLS CEILING
	18-In. Double Roll (16 yds. long)		30-In. Triple Roll (15 yds. long)			
	8 or 9 ft. High	10 or 11 ft. High	8 or 9 ft. High	10 or 11 ft. High		
8 by 8	4	5	3	4	12	1
8 by 10	4	5	4	4	14	2
8 by 12	5	6	4	4	15	2
8 by 14	5	6	4	4	16	2
9 by 10	5	5	4	4	14	2
9 by 12	5	6	4	4	16	2
9 by 14	5	7	4	5	17	2
9 by 16	6	7	4	5	18	3
10 by 10	5	6	4	4	15	2
10 by 12	5	6	4	4	16	2
10 by 14	6	7	4	5	18	3
10 by 16	6	8	4	6	19	3
12 by 10	5	6	4	4	18	3
12 by 12	6	7	4	5	19	3
12 by 14	6	8	4	6	21	4
12 by 16	7	8	5	6	22	4
13 by 14	6	8	4	6	20	3
13 by 15	7	8	5	6	21	4
13 by 16	7	9	5	6	21	4
13 by 18	8	9	6	6	22	4
14 by 14	7	8	5	6	20	4
14 by 15	7	9	5	6	21	4
14 by 16	7	9	5	6	22	4
14 by 18	8	10	6	7	23	4

NOTICE . . . Be sure to use the enclosed order blank. State pattern number, ceiling number and border number listed on back of sample. If you want a set of our Easy-to-Follow instructions ("How to Hang Wards Wallpaper") sent with your order, check the space provided on your order blank.

Note that each pattern is described on back of Wallpaper sample.

## DECORATE NOW . . . ENJOY WHILE YOU PAY . . . USE WARDS MONTHLY PAYMENT PLAN

PAY ONLY 10% DOWN . . . balance Monthly. Any responsible person with a steady income may use Wards Monthly Payment Plan to pay for any order of \$10 or more. No security asked--no co-signers required.

The minimum monthly payment on all Monthly Payment orders is \$5. This is fixed by law and is the same wherever you buy. The charge for credit to be added after Down Payment has been deducted is shown in the Terms Table.

To open an account write your order on the order blank enclosed with this book, fill in and sign the application form on the reverse side. If you now have an account at Wards no Down Payment is required.

## FOR UNUSUAL SIZE ROOMS FOLLOW THIS METHOD

USE THIS SIMPLE METHOD if you do not find the size of your room listed in chart at left. This method allows for matching and waste.

FIRST STEP . . . Measure the distance in feet around your room. (Example:  $17 + 17 + 21 + 21 = 76$  ft.) Multiply by the height of your wall. (Example: if your room is 9 ft. high, multiply  $76 \times 9 = 684$  sq. ft.) This gives you the total sq. ft. of wall area.)

SECOND STEP . . . Deduct for openings, such as doors, windows, mantels, cabinets, etc. Multiply the width of each opening by the height to get sq. ft. (Examples: 5 ft. height  $\times$  3 ft. width  $\times$  3 windows = 45 sq. ft. of window space; 8 ft. height  $\times$  4 ft. width  $\times$  1 door = 32 sq. ft. of door space.) Add the sq. ft. of all openings together. (Example:  $45 + 32$  sq. ft. = 77 sq. ft.) Subtract this total from the total sq. ft. wall area of your room. (Example:  $684$  sq. ft. —  $77$  sq. ft. =  $607$  sq. ft.) This gives you the sq. ft. of wall area to be papered.

THIRD STEP . . . To get sq. ft. area of your ceiling, multiply the width of your room by the length. (Example:  $17 \times 21 = 357$  sq. ft.)

### TO FIGURE NUMBER OF ROLLS NEEDED:

18-INCH PAPER . . . Divide total sq. ft. wall area of your room by 60 (number of sq. ft. in an 18-inch double roll) to get number of double rolls to order.

30-INCH PAPER . . . Divide total sq. ft. wall area of your room by 90 (number of sq. ft. in a 30-in. triple roll) to get number of triple rolls to order.

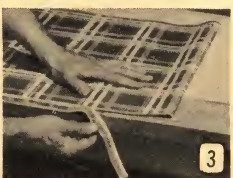
48-INCH WALL OILCLOTH . . . Divide the total sq. ft. wall area of your room by 10 (number of sq. ft. in 1 yard of 48-in. oilcloth) to get number of yards needed.

### TO FIGURE AMOUNT OF POSTAGE NEEDED

Prices do not include shipping charges. Be sure to figure total shipping weight of Wallpaper and Tools and add cost of shipping to the total amount of order. See chart below for cost of shipping order to your zone.

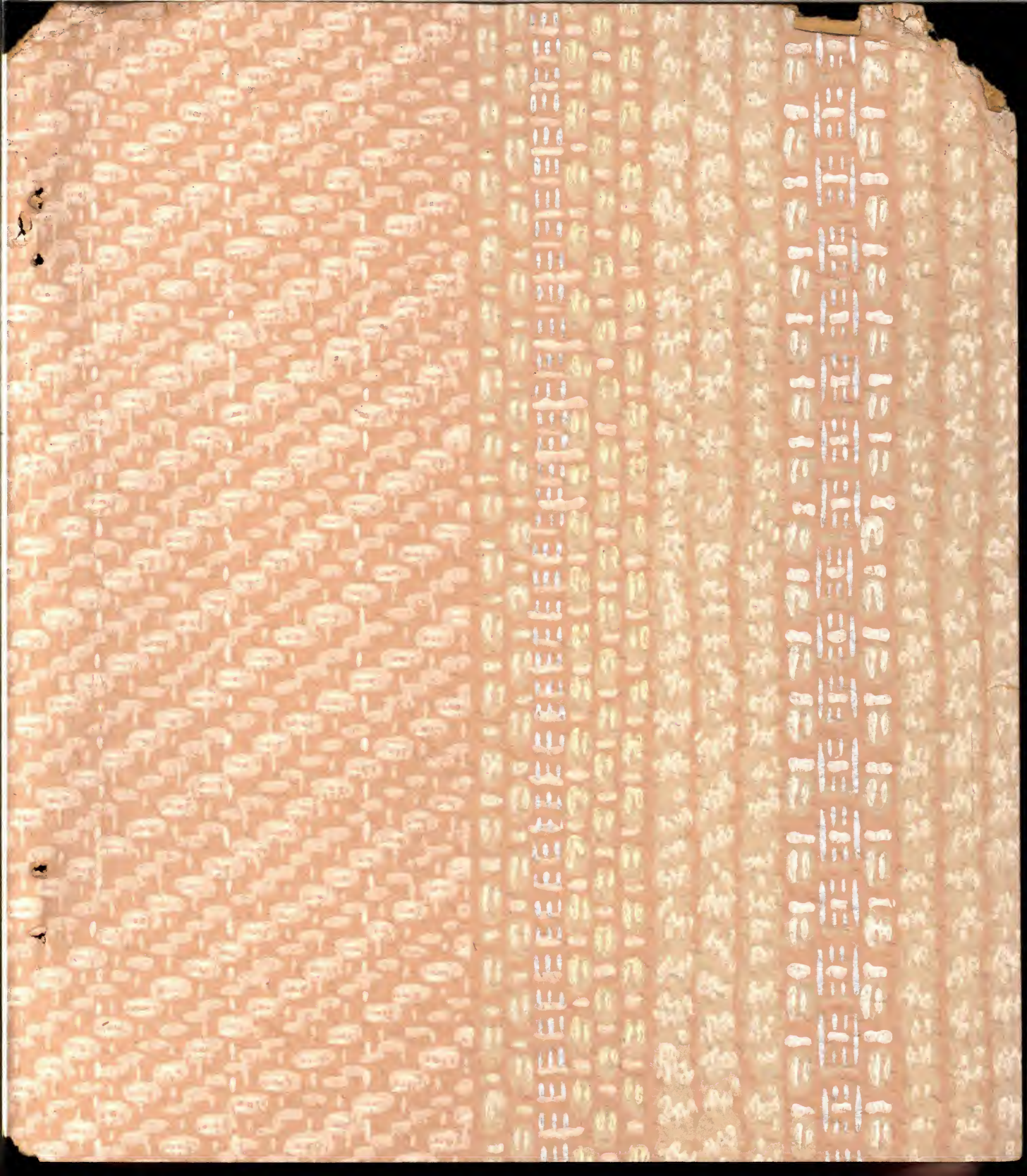
Shipping Weight	In City Local Zone	Not Over 150 Miles Zones 1 & 2	151 to 300 Miles Zone 3	301 to 600 Miles Zone 4	601 to 1000 Miles Zone 5
1 lb.	8c	9c	10c	11c	12c
2 lbs.	9c	11c	12c	15c	18c
3 lbs.	9c	12c	14c	18c	23c
4 lbs.	10c	13c	16c	22c	28c
5 lbs.	10c	14c	18c	25c	34c
10 lbs.	13c	19c	28c	43c	61c
15 lbs.	15c	25c	38c	61c	89c
20 lbs.	18c	30c	48c	79c	\$1.15
30 lbs.	23c	41c	69c	\$1.15	1.70
40 lbs.	28c	53c	90c	1.51	2.25
50 lbs.	33c	64c	\$1.10	1.87	2.79

## ALL WARDS WALLPAPERS ARE EASY TO HANG



No. 1—Uncurl paper from roll, cut strips to proper length and apply paste to back of strips. No. 2—Take the two ends of the pasted side and fold them exactly together at center of paper. No. 3—Remove the trim easy edge. No. 4—Smooth out wrinkles and bubbles with smoothing brush. No. 5—Unfold top half of strip and apply to sidewall, letting balance of strip fall the entire length.







# Wards New Exclusive Weave

FADEPROOF TRIM EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER

## 36c

A Single Roll. Sold only in Double Rolls.

Approximate Cost of Room 10 by 12 Feet....\$5.76

76 D 758—SIDEWALL. Rose.  
Sold only in Double Rolls.  
Trims to 18 inches wide, 16  
yards long. Shipping weight  
2 lbs. 8 oz.  
Double Roll.....72c

76 D 1758—BORDER TO  
MATCH. 2¼ inches wide.  
Shipping weight per yard 1  
oz. Price per yard.....6c

76 D 759—SIDEWALL. Gray.  
Sold only in Double Rolls.  
Trims to 18 inches wide, 16  
yards long. Shipping weight  
2 lbs. 8 oz.  
Double Roll.....72c

76 D 1759—BORDER TO  
MATCH. 2¼ inches wide.  
Shipping weight per yard 1  
oz. Price per yard.....6c

76 D 612—WHITE EMBOSSED  
CEILING. Sold only  
in Double Rolls. Trims to 18  
inches wide, 16 yards long.  
Shipping weight 2 lbs. 8 oz.  
Double Roll.....60c

This woven fabric-like pattern is the newest style in wallpaper. Though it seems particularly suited to modern furnishings; it is also beautiful with many other types. Can be used in living room, dining room, hall or bedroom; or in offices. Makes an excellent background for gay patterns and vivid colors in draperies, slip covers and rugs. Effective when used in combination with harmonizing floral or scenic designs.

This embossed Weave is available in two colors: shades of rose with touches of silver (shown); shades of gray and white with touches of silver. Each color has matching border. Easy to hang—requires no matching. Only at Wards can you buy paper of this high quality and style at such a low price:



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Use this Handsome Companion Plaid

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER

34<sup>c</sup>

A Single Roll. For Double Roll Price See Below.  
Approximate Cost for a Room 10 by 12 Feet \$5.56



This striking Oyster White and Green design represents the newest post-war trend in interior decoration. America's finest decorators are using these bold patterns in strong colors. Makes an excellent background for the fine woods of your furniture. Also comes in Red.

SIDEWALL AND CEILING. Double Rolls only. 18 in. wide, 16 yds. long. Shipping weight 2 lbs. 8 oz.

BORDER TO MATCH. 2¼ in. wide. Shipping weight per yard, 1 ounce.

CHOICE OF TWO COLORS:

COLORS	SIDEWALL 68c	BORDER 6c	WHITE CEILING 60c
Green	76 D 7067	76 D 4067	76 D 612
Red	76 D 7167	76 D 4167	76 D 612



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Second of Three Companion Papers

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA HEAVY PAPER



## 34<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet...\$5.56

Conventionalized Flowers . . . baroque scrolls . . . exquisite coloring in subtle shades . . . . . a pattern to please the most fastidious taste. Whether you use it and the matching border alone or with its two companions, you'll be assured of a room that's smart and attractive. Only at Wards can you buy a paper of this quality at such a low price.

76 D 7068—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. .68c

76 D 4068—BORDER TO MATCH. 2¼ in. wide. Ship. wt. per yd., 1 oz. Price per yd. . . . . 6c

76 D 612—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . . . 60c

◁ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Use with Two Preceding Papers

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER

34c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$5.56



Graceful White leaves on a background of cool Green delicately striped with soft shades of Gray and Yellow and a narrow vein of brilliant red . . . also offered on attractive backgrounds of Blue and Gray.

SIDEWALL AND CEILING. Double Rolls only. 18 in. wide, 16 yds. long. Shipping weight 2 lbs. 8 oz.

BORDER TO MATCH. 2¼ inches wide. Shipping weight per yard, 1 oz.

CHOICE OF THREE COLORS:

COLORS	SIDEWALL 68c	BORDER 6c	WHITE CEILING 60c
Green	76 D 7066	76 D 4066	76 D 612
Gray	76 D 7166	76 D 4166	76 D 612
Blue	76 D 7266	76 D 4266	76 D 612

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Companion for Two Following Papers

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA HEAVY PAPER

## 34<sup>c</sup>

A Single Roll. Sold in Double Rolls only.  
Approximate Cost of Room 10 by 12 Feet \$5.56



Crisp conventional leaves climb in straight stripes on this attractive Blue-Gray paper with its decorative polka dots. This is a "cool" design—excellent for well lighted rooms. Will make an excellent background for furniture and accessories of any period. Attractive border to match. Designed to be used with papers on Page 11 and Page 12.

76 D 7070—SIDEWALL. Double Rolls only. 18 in. wide; 16 yds. long. Ship. wt. 2 lbs. 8 oz... 68c

76 D 4070—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yd..... 6c

76 D 612—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz..... 60c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Second of Three Companion Papers

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER



34<sup>c</sup>

A Single Roll! Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$5.56

Elegant damask pattern with a finish like ribbed silk . . . in White, Off-White and pale Pink. Choose this companion to the papers on Pages 10 and 12 : : : use it for walls that need a neutral background to make the room appear larger and lighter. This graceful design goes well with any type of furniture and accessories. At Wards you save  $\frac{1}{3}$  to  $\frac{1}{2}$  on Wallpaper.

76 D 7071—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . 68c

76 D 4071—BORDER TO MATCH. 2 $\frac{3}{8}$  in. wide. Ship. wt. per yd., 1 oz. Price per yd. . . . . 6c

76 D 612—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . . . 60c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Use with Two Preceding Papers

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA HEAVY PAPER



## 34<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$5.56

The large floral medallions of this authentic Eighteenth Century design are a happy adaptation of the taste and genius of another century to the decorative requirements of today. We offer this pattern in Dusty Pink on French Gray (shown), or Light Green on French Gray:

SIDEWALL AND CEILING. Double Rolls only.  
18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2 inches wide. Shipping weight per yard, 1 oz.

CHOICE OF TWO COLORS:

COLOR	SIDEWALL 68c	BORDER 6c	WHITE CEILING 60c
Dusty Pink	76 D 7069	76 D 4069	76 D 612
Light Green	76 D 7169	76 D 4169	76 D 612



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Add Color and Charm to Any Room

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER



34<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$5.56

Soft Dusty Rose background—lovely flower and leaf design on an embossed paper with a silky finish—alternating Dusty Rose and pale Blue stripes. The Dusty Rose background will bring warmth and life to rooms with cool northern exposures. In rooms with sunny south or west exposures, accent the flower tones or the cool Blue stripes.

76 D 7072—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . 68c

76 D 4072—BORDER TO MATCH. 2½ in. wide. Shipping wt. per yard 1 oz. Price per yard. . . 6c

76 D 612—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Shipping weight 2 lbs. 8 oz. . . 60c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Misty Roses on Shining White

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EMBOSSSED

EXTRA HEAVY PAPER



34<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet..\$5.56

Rose bouquet floral pattern . . . shimmering White background. Imagine your own furnishings against a wallpaper as lovely as this! No room could fail to be charming with this beautiful paper on its walls. Only at Wards could you find a paper of this quality at such a low price. Order it and matching border on Wards Monthly Payment Plan, Page 6.

76 D 7073—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. .68c

76 D 4073—BORDER TO MATCH. 2 in. wide. Ship. wt. per yard, 1 oz. Price per yard. . . . .6c

76 D 612—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . . .60c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Cool and Refreshing Ivy

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HALLMARK QUALITY



30<sup>c</sup> White

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$5.16

Trailing Green Ivy leaves on a White background . . . one of our finest Hallmark papers. Beautifully designed . . . decorator-approved . . . no room could fail to be bright and pleasing with this attractive paper on its walls. Also comes with dark Green background—light leaves. Attractive borders to match.

SIDEWALL . . . Double Rolls only. 18 in. wide, 16 yds. long. Shipping weight 2 lbs. 8 oz.

76 D 7065—White with Green leaves.....60c

76 D 7165—Green with light leaves.....68c

BORDER. Per yd., 2½ in. wide. Ship. wt. 1 oz.

76 D 4065—To match White.....6c

76 D 4165—To match Green.....6c

76 D 607—WHITE CEILING. Double Rolls only 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. 60c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *This Is a Hallmark Quality Paper*

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA HEAVY PAPER



## 30<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet..\$5.16

Gracefully knotted polka dot ribbons criss-crossed to frame beautifully designed and colored petunias. Lends distinction to any room in which it is used. Backgrounds of Blue, Pink or Gray.

SIDEWALL AND CEILING. Double Rolls only.  
18 inches wide, 16 yards long. Shipping weight 2 lbs. 8 oz.

BORDER TO MATCH. 2 1/8 inches wide. Shipping weight per yard, 1 oz.

### CHOICE OF THREE COLORS:

COLOR	SIDEWALL 60c	BORDER 6c	WHITE CEILING 60c
Blue	76 D 7060	76 D 4060	76 D 607
Gray	76 D 7160	76 D 4160	76 D 607
Pink	76 D 7260	76 D 4260	76 D 607

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# Dignified Classic Stripe

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER



30<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet \$5.16

Designed to be used in adjoining rooms  
with the floral paper on Page 18.

SIDEWALL AND CEILING . . . Double Rolls  
only. 18 in. wide, 16 yds. long. Ship.  
wt. 2 lbs. 8 oz.

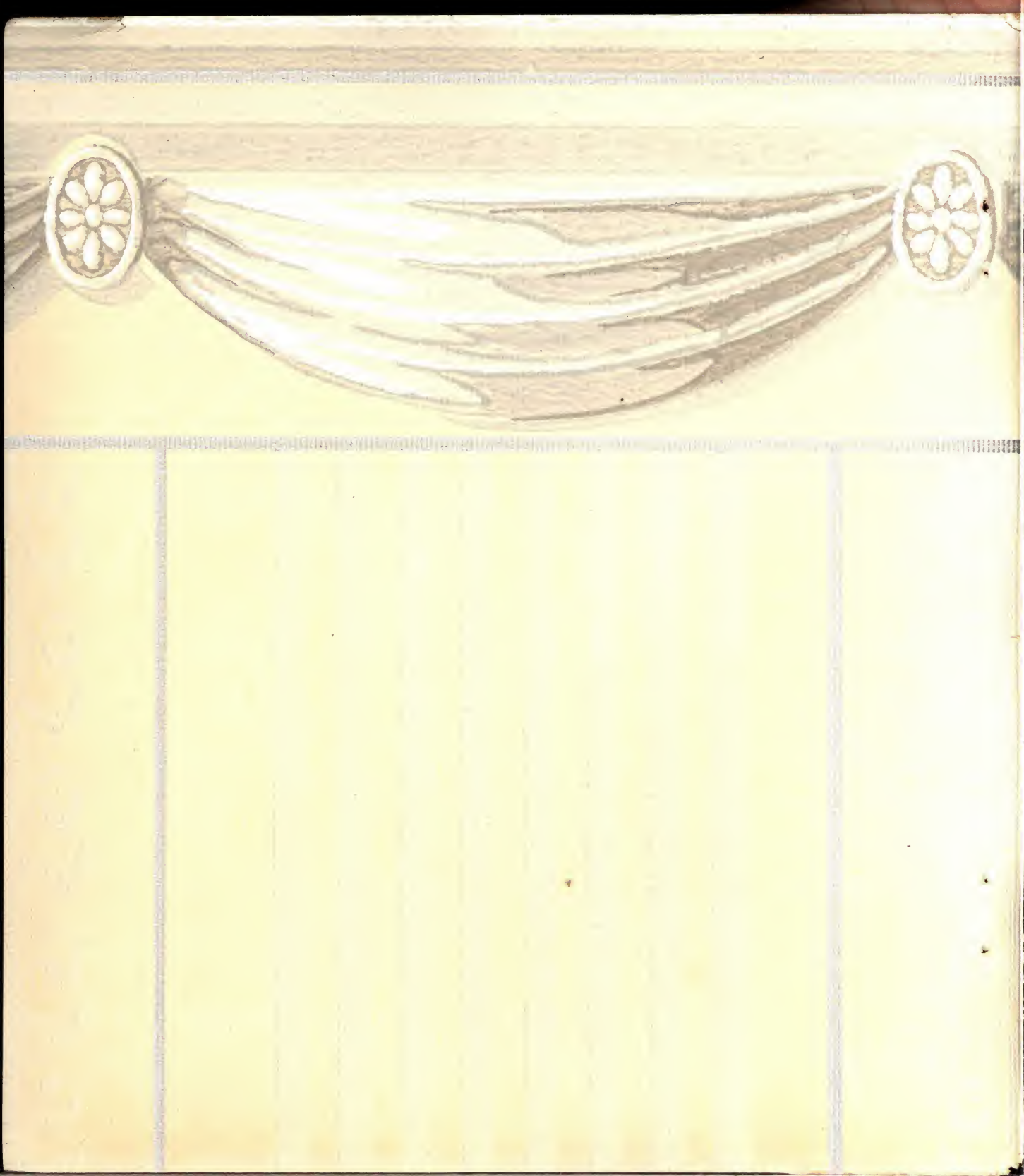
BORDER TO MATCH. Sold only per Yard.  
3¼ in. wide. Ship. wt. per yd., 1 oz.

CHOICE OF 5 COLORS:

COLORS	SIDEWALL 60c	BORDER 6c	WHITE CEILING 60c
Gray	76 D 7064	76 D 4064	76 D 607
Yellow	76 D 7164	76 D 4164	76 D 607
Pink	76 D 7264	76 D 4264	76 D 607
Blue	76 D 7364	76 D 4364	76 D 607
Green	76 D 7464	76 D 4464	76 D 607

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE











# *Stunning Dahlia Design*

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EMBOSSSED

EXTRA HEAVY PAPER



30<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$5.16

Gold, Blue, Pink, Rose, Gray, Dark Red or Green . . . choose this pattern with perfect confidence because the furnishings you now have will be sure to pick up and accent one of the colors in this smartly designed, beautifully embossed paper. It will give any room you use it in a bright, cheerful look. Attractive matching border adds a finishing touch.

76 D 7063—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt: 2 lbs. 8 oz...60c

76 D 4063—BORDER TO MATCH. 2¼ in. wide. Ship. wt. per yard, 1 oz. Price per yard.....6c

76 D 607—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.....60c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# Striking Post-War Pattern

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER



30<sup>c</sup>

A Single Roll. For Double Roll Price See Below.  
Approximate Cost for a Room 10 by 12 Feet. \$5.16

Here's a really new, post-war pattern . . . a brilliant, striking stripe that still is usable and livable. The four tones of Gray and the touches of Silver and Red will add charm to any room . . . a stunning background—but not obtrusive . . . the kind of design you'll see in the newest and smartest homes. There's an added note of smartness in the border to match:

76 D 7061—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . 60c

76 D 4061—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard . . . 6c

76 D 607—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . . . 60c

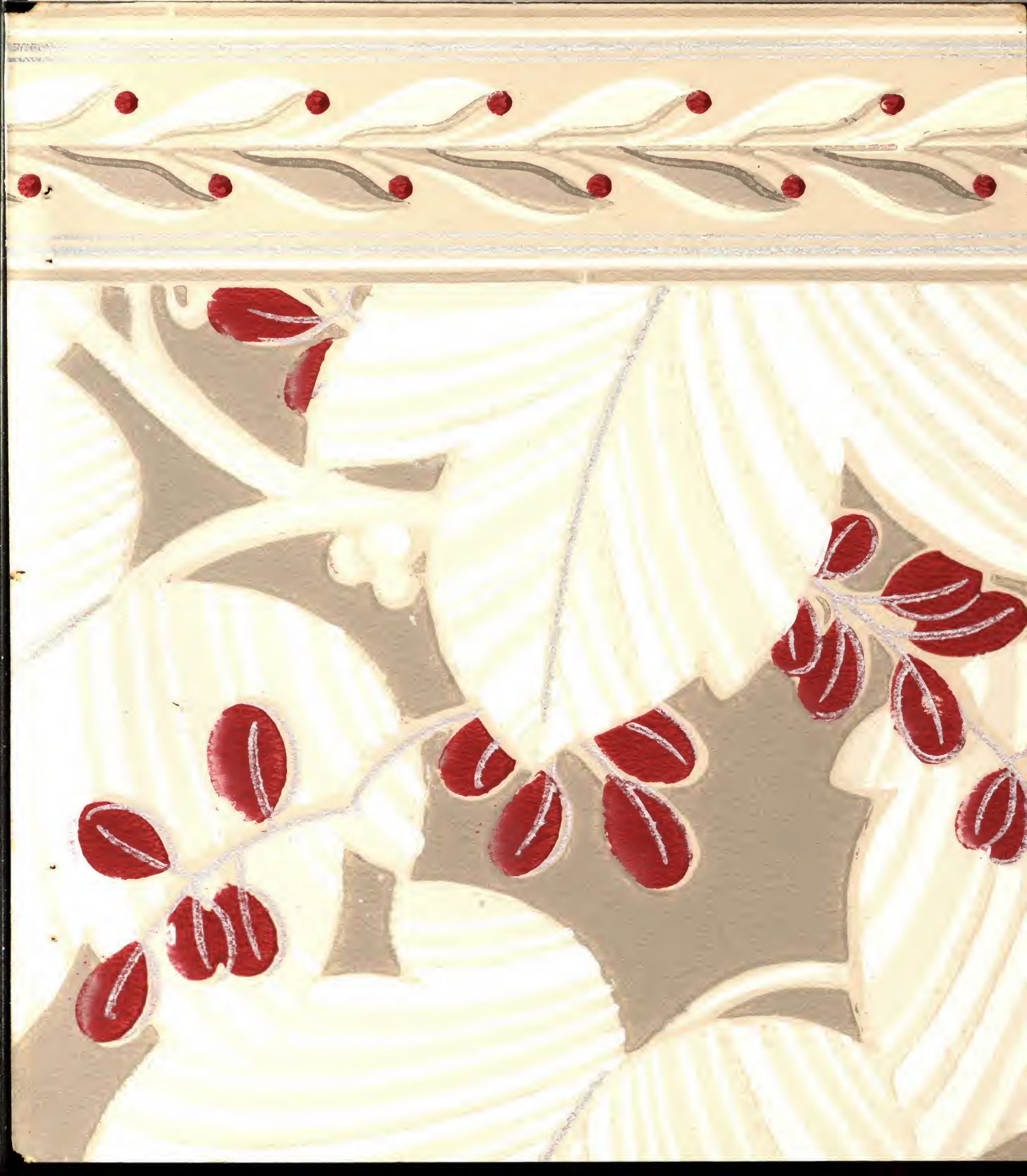


SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE











# Companion for Paper on Facing Page

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER



30<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$5.16

The bold, smartly designed leaves and bright Red berries of this dazzling new pattern echo the colors in the new striped pattern shown opposite; the width and profusion of the design complement the height of the companion stripe. Here's the second paper in a two-part color symphony . . . it's a paper with an air of next year about it. Border to match.

76 D 7062—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . 60c

76 D 4062—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard. . . . 6c

76 D 607—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . . 60c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Designed for Companion Rooms*

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



## 27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$4.74

We are proud of this rich floral design and we think you, too, will be proud and happy if you select this pattern to grace your walls! Notice how the colors, although strong, blend into the Eggshell background to create a brilliant color harmony that will add dignity and elegance to any ensemble. Designed to be used with the patterns on Pages 22 and 23.

76 D 7058—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....54c

76 D 4058—BORDER TO MATCH. 2 in. wide. Ship. wt. per yard, 1 oz. Price per yard.....6c

76 D 609—IVORY CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....54c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Multi-color Companion Paper

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER

## 27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$4.74

Designed and colored in the Colonial tradition : : : companion piece to the preceding and following papers. The second design in your three-paper Colonial ensemble. Pattern also comes in an exquisite combination of Gray-Green design on White background with a light Burgundy medallion.

SIDEWALL AND CEILING. Double Rolls only.  
18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER. 2½ in. wide. Ship. wt. per yard, 1 oz.

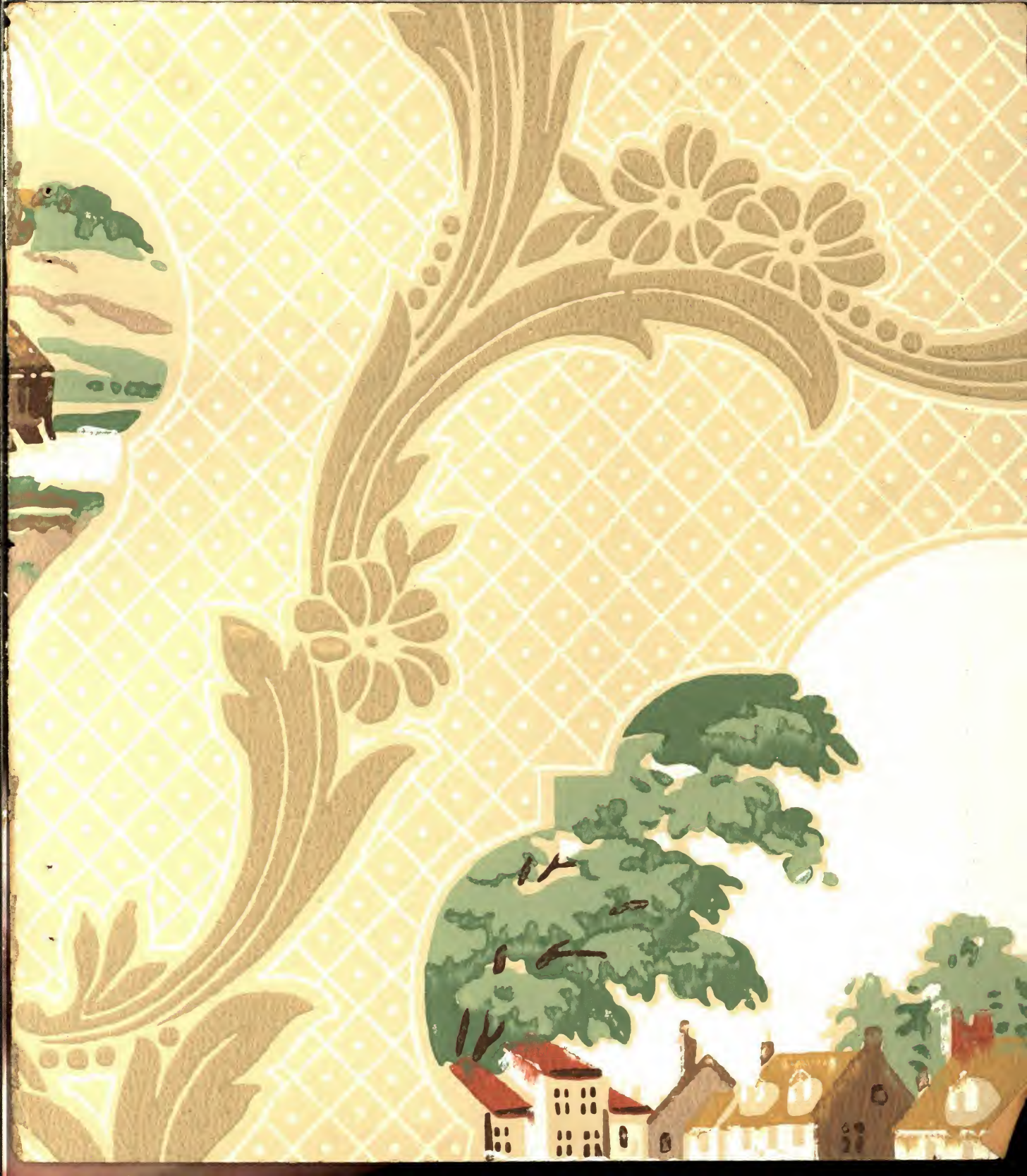
CHOICE OF TWO COLORS:

COLORS	SIDEWALL	BORDER	CEILING TO MATCH
	54c	6c	54c
Beige	76 D 7057	76 D 4057	76 D 609
White	76 D 7157	76 D 4157	76 D 608



◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Scenic Charm for Added Interest

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER

27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$4.74

These charming "Down-East" scenes framed in graceful medallions make an interesting and decorative background in a dining room, living room or hall. A pattern that is always in perfect taste—correct with all types of furniture—especially attractive with 18th Century English or Colonial. Designed to be used with the papers on Pages 21 and 22.

76 D 7056—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....54c

76 D 4056—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard.....6c

76 D 609—IVORY CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....54c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Floral Paper for Any Room

FADEPROOF   TRIM-EASY EDGE   WASHABLE   HALLMARK QUALITY



## 27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$4.74

The secret of how to make a room look so inviting that you yourself will love it . . . that all your friends will admire it . . . is no secret at all. This handsome design will create a background so exquisite that the room you use it in must be lovely. We think this is our most beautiful floral pattern . . . in the colors shown on this page it's delightful! Hallmark quality.

76 D 7055—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 54c

76 D 4055—BORDER TO MATCH. 2 in. wide. Ship. wt. per yard, 1 oz. Price per yd. . . . . 6c

76 D 608—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 54c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Beautifully Designed... Softly Colored

FADEPROOF

TRIM-EASY EDGE

EMBOSSSED

EXTRA HEAVY PAPER



## 27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. . \$4.74

The Beige tones of this rich, embossed design will lend a feeling of cheer and comfort to any room. The climbing leaves, in a somewhat paler shade, add just enough design to create an interesting background for your furnishings and draperies. This is our lowest priced embossed paper. Order it on Wards Monthly Payment Plan. See Page 6.

76 D 7059—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . . 54c

76 D 4059—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard. . . . 6c

76 D 609—IVORY CEILING. Harmonizes with sidewalls. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 54c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Gay Flowers in a Stripe Design

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



24<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet..\$4.32

It's color; cleverly used, that makes a home charming . . . be lavish in your use of pastel shades. The delicate Gray-Blue and Pink of this design will blend beautifully with almost any color scheme . . . the ascending floral stripe will add height to any room: One of our lowest priced Washable papers: Order it on Wards Monthly Payment Plan; Page 6:

76 D 7038—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....48c

76 D 4038—BORDER TO MATCH—2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard.....6c

76 D 883—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....48c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# Lovely Pastel Companion Stripe

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



20c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$3.68

Handsome companion stripe . . . just the thing to add height to a room or a hallway . . . just right for setting off the floral pattern in the paper shown opposite, and to set off the fine woods of your furniture. The soft pastel shades of Pink, Beige and Green add a charming color note . . . make this a very "livable" paper. There is an elegant simplicity about the border.

76 D 7031—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . 40c

76 D 4031—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard 1 oz. Price per yard . . . 5½c

76 D 885—IVORY CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 40c

◁ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE











# *Delicate Pink and Beige*

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



## 20<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$3.68

Striking Beige and White leaf design on a soft Beige, Pink and Green-striped background. Delicate Gold and Silver fern-like leaves repeat the larger design and add a touch of quiet elegance. One of our loveliest papers—use in an adjoining room with paper on opposite page. Order it and matching border on Wards Monthly Payment Plan, Page 6.

76 D 7029—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....40c

76 D 4029—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard....5½c

76 D 885—IVORY CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....40c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# Modern Floral Stripe

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



20<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$3.68

Green background . . . Gray and Beige floral design . . . crisscross and dots in a Rust shade for dash. Designed by Wards artist-décorators to please the modern taste. Formal . . . use it in your very best room. Livable, too—and so inexpensive at Wards low prices. Use it with the matching border in any room you like for a background of unusual charm.

76 D 7028—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . 40c

76 D 4028—BORDER TO MATCH. 2½ inches wide. Ship. wt. per yd., 1 oz. Price per yd. . . 5½c

76 D 884—WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 40c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE











# *Eighteenth Century Damask Pattern*

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



20<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$3.68

Dusty Rose, Tan, and White flowers centered in graceful medallions on a lovely background of French Gray. Has an air of elegant simplicity. Although particularly suitable for use with traditional 18th Century furnishings, it can also be used very effectively with other types of furniture. Charming border to match. See Wards Monthly Payment Plan, Page 6.

76 D 7027—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....40c

76 D 4027—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard....5½c

76 D 884—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....40c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# Use with Pattern on Facing Page

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



18<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$3.40

Smartly designed . . . softly colored. Use in adjoining room with paper on opposite page for backgrounds that are harmonious in both color and design. The pattern on this page also comes in lovely shades of Rose and Green. Save from  $\frac{1}{8}$  to  $\frac{1}{2}$ !

SIDEWALL AND CEILING . . . Double Rolls only.  
18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH.  $2\frac{1}{8}$  in. wide. Shipping weight per yard 1 oz.

## CHOICE OF THREE COLORS:

COLOR	SIDEWALL 36c	BORDER PER YD. 5½c	WHITE CEILING 36c
Beige	76 D 7016	76 D 4016	76 D 875
Rose	76 D 7116	76 D 4116	76 D 875
Green	76 D 7216	76 D 4216	76 D 875



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE











# Companion for Preceding Pattern

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



18<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for Room 10 by 12 Feet. \$3.40

This beautiful leaf-patterned stripe, designed to be used in an adjoining room with paper on facing page, will lend a feeling of height and dignity to any room. All-purpose pattern—Colonial inspiration. By buying this paper at Wards and hanging it yourself, you can save enough money to paper an extra room or two. See Wards Monthly Payment Plan, Page 6.

76 D 7014—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 36<sup>c</sup>

76 D 4014—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard. . . . 5½<sup>c</sup>

76 D 875—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 36<sup>c</sup>

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Graceful Medallions on Gray-blue

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

18<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet \$3.40

Graceful medallions in an old French hand-mirror design . . . formal rose baskets . . . garlands of roses . . . for a Gray-Blue and Rose room in exquisite taste. Splendid in a room as formal as you please . . . charming in a less formal room with ruffled White curtains and simpler furnishings.

SIDEWALL AND CEILING. Double Rolls only.  
18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER. 2¼ in. wide. Ship. wt. per yd., 1 oz.

CHOICE OF TWO COLORS

COLORS	SIDEWALL 36c	BORDER 5½c	WHITE CEILING 36c
Blue	76 D 7015	76 D 4015	76 D 875
Green	76 D 7115	76 D 4115	76 D 875



◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Very Usable Scenic Paper

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



15<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet \$2.90

If you've never used a scenic paper before, here's an opportunity to do something different. It's a new colonial scenic in the traditional Williamsburg style . . . a perennial American favorite. The neutral Beige tones of this pattern provide a perfect background for any furnishings you may have. Blends beautifully with either maple or darker woodwork.

76 D 7007—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . .30c

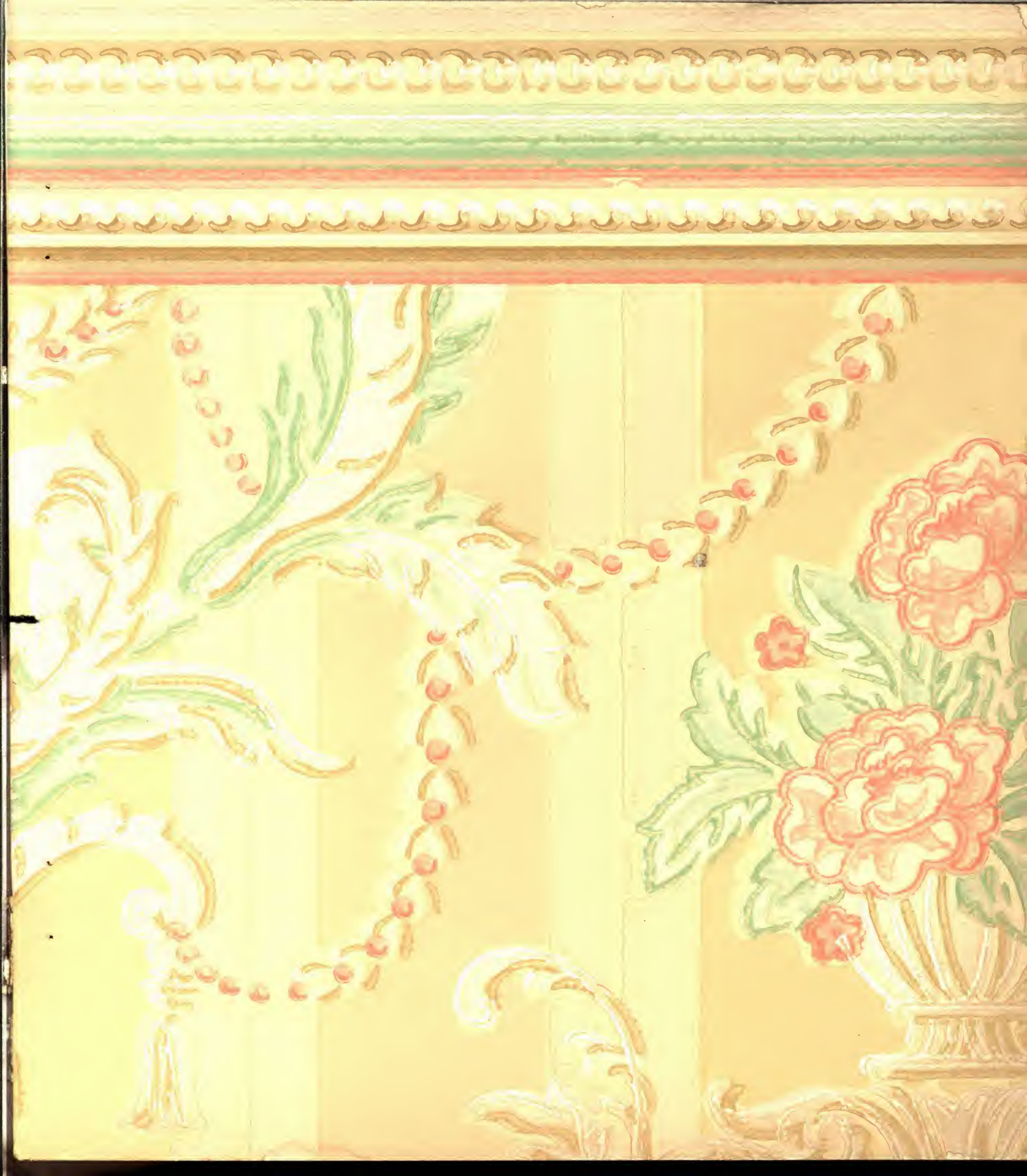
76 D 4007—BORDER TO MATCH. 2¼ in. wide. Ship. wt. per yd., 1 oz. Price per yd. . . . .5c

76 D 600—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . .30c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Damask Design on Stripe Background

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



12 $\frac{1}{2}$ <sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet..\$2.47

The charm of beautiful 18th Century walls is recreated for you in this rich Damask pattern paper. Executed in the loveliest color tones of the period . . . Rose and Beige with delicate touches of Green. Will lend warmth and color to any room in which you use it. One of our lowest priced Fadeproof papers. You save from  $\frac{1}{3}$  to  $\frac{1}{2}$  at Wards.

76 D 7002—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . .25c

76 D 4002—BORDER TO MATCH. 2 $\frac{1}{4}$  in. wide. Ship. wt. per yd., 1 oz. Price per yd. . . . .4 $\frac{1}{2}$ c

76 D 878—BEIGE CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . .25c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE

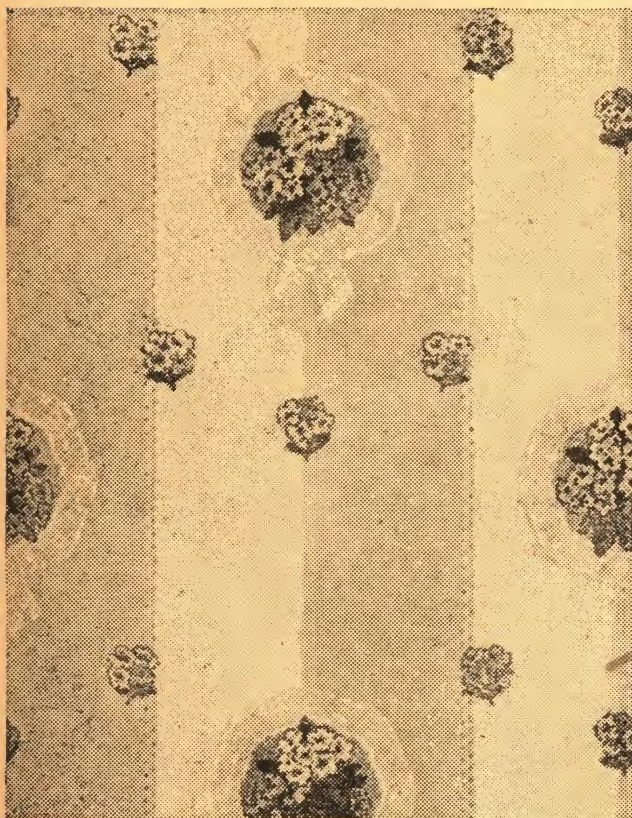






# Smartly Colored Cameo Paper

FADEPROOF TRIM-EASY EDGE WASHABLE HEAVY PAPER



30c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$5.16

Enchanting Cameo pattern to please a bride or young girl . . . or any woman who delights in a pattern that is dainty and smart. Imagine it with White ruffled curtains and white accessories. Background of light Gray or pale Green.

SIDEWALL AND CEILING. Double Rolls only. 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

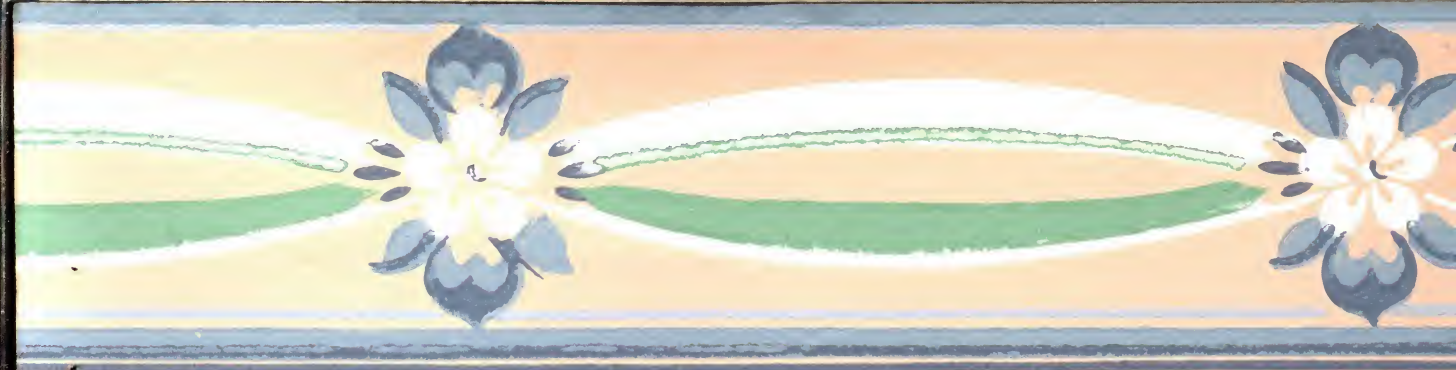
BORDER. 2 1/8 in. Ship. wt. per yd., 1 oz.

CHOICE OF TWO COLORS:

COLORS	SIDEWALL 60c	BORDER 6c	WHITE CEILING 60c
Gray	76 D 7054	76 D 4054	76 D 607
Green	76 D 7154	76 D 4154	76 D 607

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# New Color Scheme for Your Rooms

FADEPROOF TRIM-EASY EDGE WASHABLE HEAVY PAPER



## 27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$4.74

Blue, Rose and White morning glories on a soft Pink background make this one of the loveliest papers Wards have ever offered at this low price. Also comes in a soft Green background with Burgundy and White morning glories.

SIDEWALL AND CEILINGS. Double Rolls only. 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER. 2 1/8 in. Ship. wt. per yd., 1 oz.

CHOICE OF TWO COLORS:

COLORS	SIDEWALL 54c	BORDER 6c	WHITE CEILING 54c
Pink	76 D 7053	76 D 4053	76 D 608
Green	76 D 7153	76 D 4153	76 D 608

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Gay "Story Book" Design

FADEPROOF TRIM-EASY EDGE WASHABLE HEAVY PAPER

27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. . \$4.74

A paper to delight any child : : : and so smartly designed in the modern manner that Mommy and Daddy will love it too. You can tell Buddy and Sis stories about the children playing in the park . . . and Buddy and Sis can have fun making up their own stories about the pictures, too:  
SIDEWALL AND CEILING. Double Rolls only. 18 in. wide, 16 yds. long. Wt. 2 lbs.  
BORDER TO MATCH. Sold only per Yard. 17<sup>7</sup>/<sub>8</sub> in. wide. Ship. wt. per yd. 1 oz.

CHOICE OF 2 COLORS

COLORS	SIDEWALL 54c	BORDER 6c	WHITE CEILING 54c
Blue	76 D 7042	76 D 4042	76 D 608
Pink	76 D 7142	76 D 4142	76 D 608



◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# For the Young Man's Room

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER

27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$4.74

Every youngster loves the West . . . the West of cowboys, steer roping, cactus, boots and saddles. And every youngster will love this paper, with its gaily colored rootin'-tootin' design. It's a cheerful paper, and will help keep any boy in a good mood during the homework hours. In spite of the bright colors the Beige background won't readily show dirt.

76 D 7089—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 54c

76 D 4089—BORDER TO MATCH. 2 in. wide. Ship. wt. per yd., 1 oz. Price per yd. . . . . 6c

76 D 609—IVORY CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 54c



◁ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Morning Glories on Dusty Pink

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



## 24<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$4.32

No room could fail to be charming with the beauty and soft coloring of this design to enhance its walls. Lovely Pink and Blue morning glories—attractively designed wide Blue stripes. A note of elegant simplicity that's just right for the paper in the matching border. Take advantage of Wards convenient Monthly Payment Plan. For details see Page 6.

76 D 7033—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....48c

76 D 4033—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard.....6c

76 D 883—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....48c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Reproduced from Imported Chintz

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



## 24<sup>c</sup>

A Single Roll..Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$4.32

Our designer reproduced this captivating design from a fine imported chintz. Choose it with a background of White, Pink or Blue to harmonize with the color of your own furnishings. A pattern that will enhance the appearance of any room.

SIDEWALL AND CEILING. Double Rolls only.  
18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 oz.

### CHOICE OF THREE COLORS:

COLOR	SIDEWALL 48c	BORDER PER YD. 6c	WHITE CEILING 48c
White	76 D 7035	76 D 4035	76 D 883
Pink	76 D 7135	76 D 4135	76 D 883
Blue	76 D 7235	76 D 4235	76 D 883

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Created for Your Blue Room

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



## 24<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10' by 12 Feet \$4.32

Colorful bouquets, tied with pretty bows . . . a smart, usable pattern with which to create a color-lovely room. It's gay and springlike . . . the gracefully designed fern-like leaves add just the right touch of formality. A quality paper that's a real bargain at Wards low price. Order it and matching border on Wards Monthly Payment Plan. See Page 6.

76 D 7034—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....48c

76 D 4034—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yd., 1 oz. Price per yd.....6c

76 D 883—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....48c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Beautiful... Practical... Livable.

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HALLMARK QUALITY

## 24<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$4.32



Only at Wards could you find a paper as lovely and beautiful as this Hallmark Quality pattern for only 24c a Single Roll. Endorsed by Wards Decorating Department because of its beautiful colors and engaging design; will add gayety and charm to a living room, dining room, bedroom. No room could fail to be charming with this paper on its walls!

76 D 7037—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....48c

76 D 4037—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard.....6c

76 D 883—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....48c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# For Any Room in Your Home

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

20c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet.\$3.68



This lovely Floral Striped Paper will make it easy for you to decorate any room beautifully. The furnishings you now have are sure to blend with either the Dusty Pink or Blue background or one of the harmonizing colors in the floral stripe. Order border to match.

SIDEWALL AND CEILING. Double Rolls only. 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2 inches wide. Shipping weight per yard, 1 oz.

CHOICE OF TWO COLORS:

COLORS	SIDEWALL 40c	BORDER 5½c	WHITE CEILING 40c
Pink	76 D 7026	76 D 4026	76 D 884
Blue	76 D 7126	76 D 4126	76 D 884



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Spring Flowers... Pastel Shades

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

20<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet \$3.68



Choose this paper with a background color that will harmonize with your own furnishings. There are dainty Pink and White flowers on the Green and Blue backgrounds, and soft Blue and White flowers on the Rose.

SIDEWALL AND CEILING. Double Rolls only. 18 in. wide, 16 yds. long. Wt. 2 lbs.

BORDER TO MATCH. Sold only per Yard. 3 in. wide. Ship. wt. per yd., 1 oz.

CHOICE OF 3 COLORS:

COLORS	SIDEWALL 40c	BORDER 5½c	WHITE CEILING 40c
Green	76 D 7025	76 D 4025	76 D 884
Rose	76 D 7125	76 D 4125	76 D 884
Blue	76 D 7225	76 D 4225	76 D 884



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# *Moire and Lace Design*

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

76 D 7018—SIDEWALL.  
Sold only in Double Rolls.  
18 in. wide, 16 yds. long.  
Ship. wt. 2 lbs. .... 40c

76 D 4018—BORDER TO  
MATCH. 5¼ in. wide.  
Ship. wt. per yard, 1 oz.  
Price per yd. .... 5½c

76 D 884—WHITE CEIL-  
ING. Harmonizes with  
Sidewall. 18 in. wide, 16  
yds. long.  
Ship. wt. 2 lbs. .... 40c

## Use Extra Rolls

If you have any paper left  
over . . . use it for covering  
folding screens, waste-  
paper boxes, hat boxes;  
and you can use for lining  
drawers. Try paper to  
match your walls under  
glass top of your dressing  
table or your desk.

20c

A Single Roll. Sold only in Double Rolls. Approx-  
imate Cost of Room 10 by 12 Feet. .... \$3.68

This White and Silver Moire and Lace pat-  
tern makes a practical and charming paper  
for almost any room in your home. Because  
it's a neutral color it will blend beautifully  
with your furniture and draperies. Dainty  
enough for a young girl's room . . . yet it  
has the tailored look required for living  
room or hall.

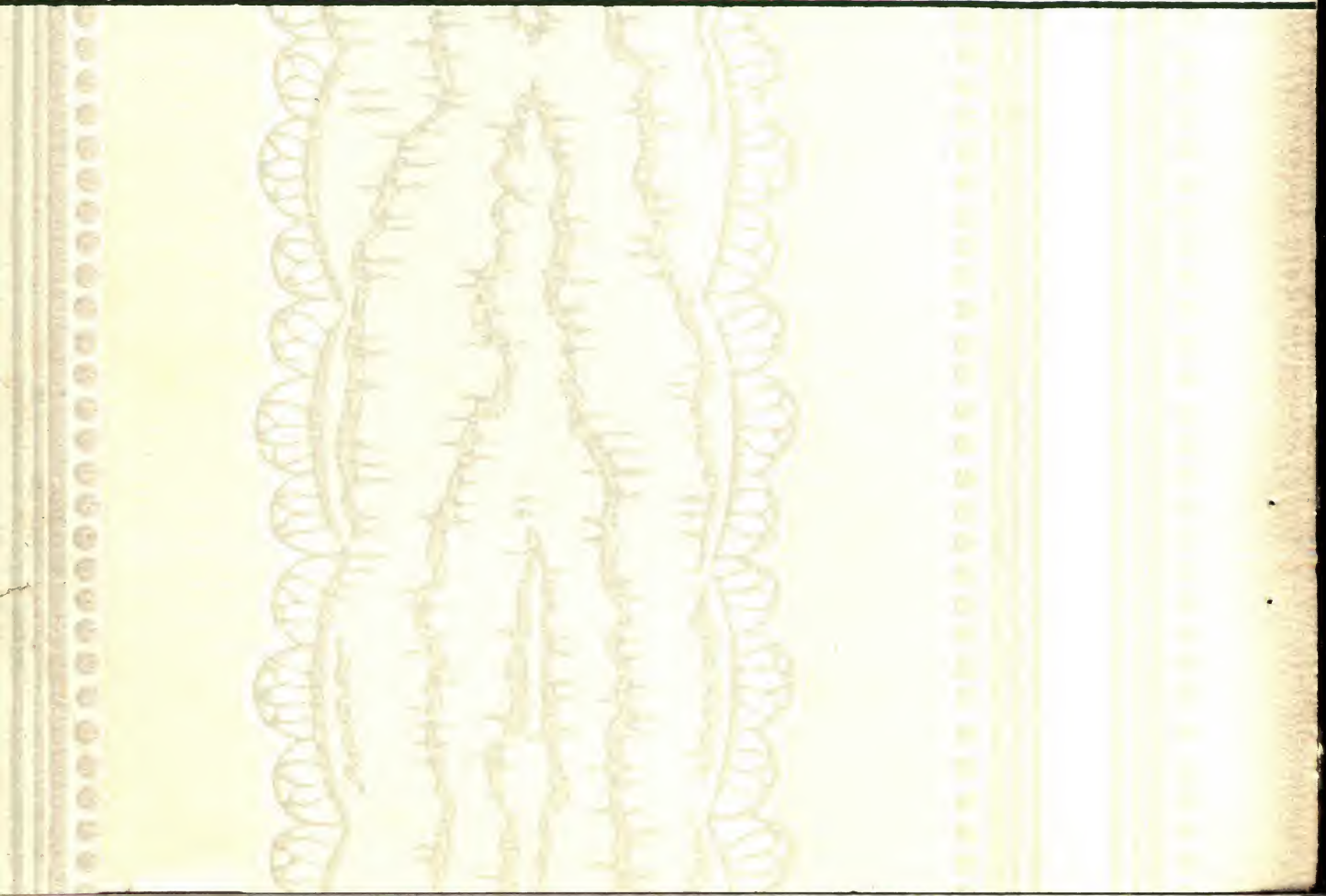
The stripes in this paper add height to  
your room and the silver accent reflects  
light. See facing page for this pattern in  
choice of 4 other colors. Use harmonizing  
border for a smart finishing touch.

At Wards you pay only ⅓ to ½ the price  
asked elsewhere for comparable wallpaper.  
Our economical method of distribution is  
"Factory-to-you"!



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE











# Choice of Four Colors

FADEPROOF    TRIM-EASY EDGE    STANDARD PAPER

20<sup>c</sup>

A Single Roll. Sold only in Double Rolls. Approximate Cost for a Room 10 by 12 Feet.....\$3.68

**BLUE** Blue paper is a wise choice for almost any room in your home, for it blends with many color schemes. And it's so restful and pretty to look at, too. Harmonizing border in Blue, Pink and White; see picture on Page 47.

76 D 7118—SIDEWALL. Sold only in Double Rolls. 18 in. wide; 16 yds. long. Ship. wt. 2 lbs.....40c  
76 D 4118—BORDER TO MATCH. 5¾ in. wide. Ship. wt. per yard, 1 oz. Price per yd.....5½c  
76 D 884—WHITE CEILING. Sold only in Double Rolls. 18 in. wide; 16 yds. long. Ship. wt. 2 lbs...40c

**YELLOW** Sunny Yellow will keep springtime in your home the year 'round. Use this paper in a northern room for extra warmth and cheerfulness. It's an ideal choice because it adds height and light to your room. Notice the lovely shadow stripe effect.

76 D 7218—SIDEWALL. Sold only in Double Rolls. 18 in. wide; 16 yds. long. Ship. wt. 2 lbs.....40c  
76 D 4218—BORDER TO MATCH. 5¾ in. wide. Ship. wt. per yard, 1 oz. Price per yd.....5½c  
76 D 884—WHITE CEILING. Sold only in Double Rolls. 18 in. wide; 16 yds. long. Ship. wt. 2 lbs...40c

**GREEN.** Cool Green is a delightful choice for warm southern rooms, and the silvery accent will give your walls shimmering coolness. The stripes will make ceilings seem higher, rooms more spacious. See Wards Monthly Payment Plan, Page 6.

76 D 7318—SIDEWALL. Sold only in Double Rolls. 18 in. wide; 16 yds. long. Ship. wt. 2 lbs.....40c  
76 D 4318—BORDER TO MATCH. 5¾ in. wide. Ship. wt. per yard, 1 oz. Price per yd.....5½c  
76 D 884—WHITE CEILING. Sold only in Double Rolls. 18 in. wide; 16 yds. long. Ship. wt. 2 lbs...40c

**PINK** A smart economical pattern in a charming warm Pink tone that will add a striking color note to any room. Harmonizes with any furniture or draperies you may now have. Remember, you save from ¼ to ½ by buying this paper at Wards.

76 D 7418—SIDEWALL. Sold only in Double Rolls. 18 in. wide; 16 yds. long. Ship. wt. 2 lbs.....40c  
76 D 4418—BORDER TO MATCH. 5¾ in. wide. Ship. wt. per yard, 1 oz. Price per yd.....5½c  
76 D 884—WHITE CEILING. Sold only in Double Rolls. 18 in. wide; 16 yds. long. Ship. wt. 2 lbs...40c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Pink and Blue for Charm*

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



20c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$3.68

The cool, refreshing charm of this Pink and Blue color combination and the loveliness of the pattern make this one of our most attractive papers. Also comes with Yellow or Pink backgrounds.

SIDEWALL AND CEILING. Double Rolls only. 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2 $\frac{3}{8}$  in. wide. Shipping weight per yard, 1 oz.

CHOICE OF THREE COLORS:

COLORS	SIDEWALL 40c	BORDER 5 $\frac{1}{2}$ c	WHITE CEILING 40c
Blue	76 D 7019	76 D 4019	76 D 884
Yellow	76 D 7119	76 D 4119	76 D 884
Pink	76 D 7219	76 D 4219	76 D 884

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Dainty As Old Fashioned Cameos

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

18<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. . \$3.40



Pretty bouquets framed in pale Blue on an intriguing Cameo Pink background. Pick up the deeper accents of the flowers in your accessories and make a dark upstairs hall bright and attractive . . . a small guest room cheerful and inviting. Also comes with Blue Background.

SIDEWALL AND CEILING. Double Rolls only. 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2½ in. wide. Shipping weight per yard, 1 oz.

CHOICE OF TWO COLORS:

COLORS	SIDEWALL 36c	BORDER 5½c	WHITE CEILING 36c
Pink	76 D 7013	76 D 4013	76 D 875
Blue	76 D 7113	76 D 4113	76 D 875

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Here's Spring-like Charm

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



18c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$3.40

Pink and Yellow roses on a soft Green background with lacy White traceries. Just the thing to create a background of unusual charm : . . or for rooms with an airy and spacious look. Goes well with all styles of furniture. Attractive rope and flower border to match. Order your wallpaper on Wards convenient Monthly Payment Plan. Full details on Page 6.

76 D 7012—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 36c

76 D 4012—BORDER TO MATCH. 2¾ in. wide. Ship. wt. per yard, 1 oz. Price per yard. . . . 5½c

76 D 875—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 36c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE





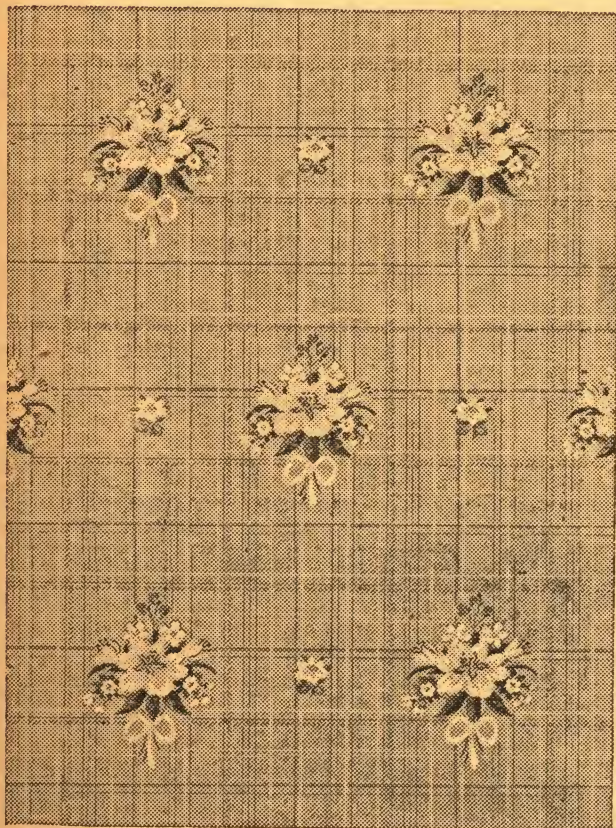


# Soft Powder Blue Plaid

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



18<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$3.40

Colorful nosegays tied with Pink bow-knots on a Powder Blue Plaid background . . . charming when used with White accessories in bedrooms and other rooms with sunny southern exposures. In rooms facing north or east, accent one of the warm Rose or Yellow tones. Order this exceptional value on Wards Monthly Payment Plan. See Page 6.

76 D 7011—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . 36c

76 D 4011—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard. . . . 5½c

76 D 875—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 36c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# For an Attractive Charming Room

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

15c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$2.90



White and Gray flower medallions frame a single Pink rose in this charming new wallpaper. The Silvery sheen of the White background will brighten a room—if you wish to add warmth, pick up the deeper tones of the roses in your accessories. White accessories will keep the room looking cool. You'll be pleased with the matching border in the same colors.

76 D 7006—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....30c

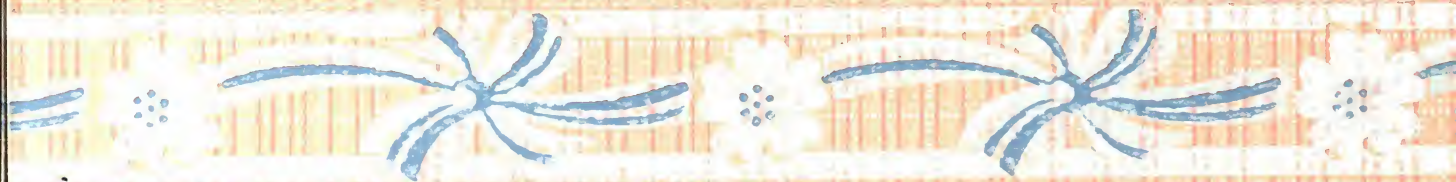
76 D 4006—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard.....5c

76 D 600—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....30c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Easy on the Budget

FADEPROOF    TRIM-EASY EDGE    STANDARD PAPER



15¢

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$2.90

Fresh White daisies with perky bow knots on a soft chambray background . . . another exceptional Ward value in a paper that will be charming and correct for any room.

SIDEWALL AND CEILING . . . Double Rolls  
18 in. wide; 16 yds. long. Ship. wt. 2 lbs.

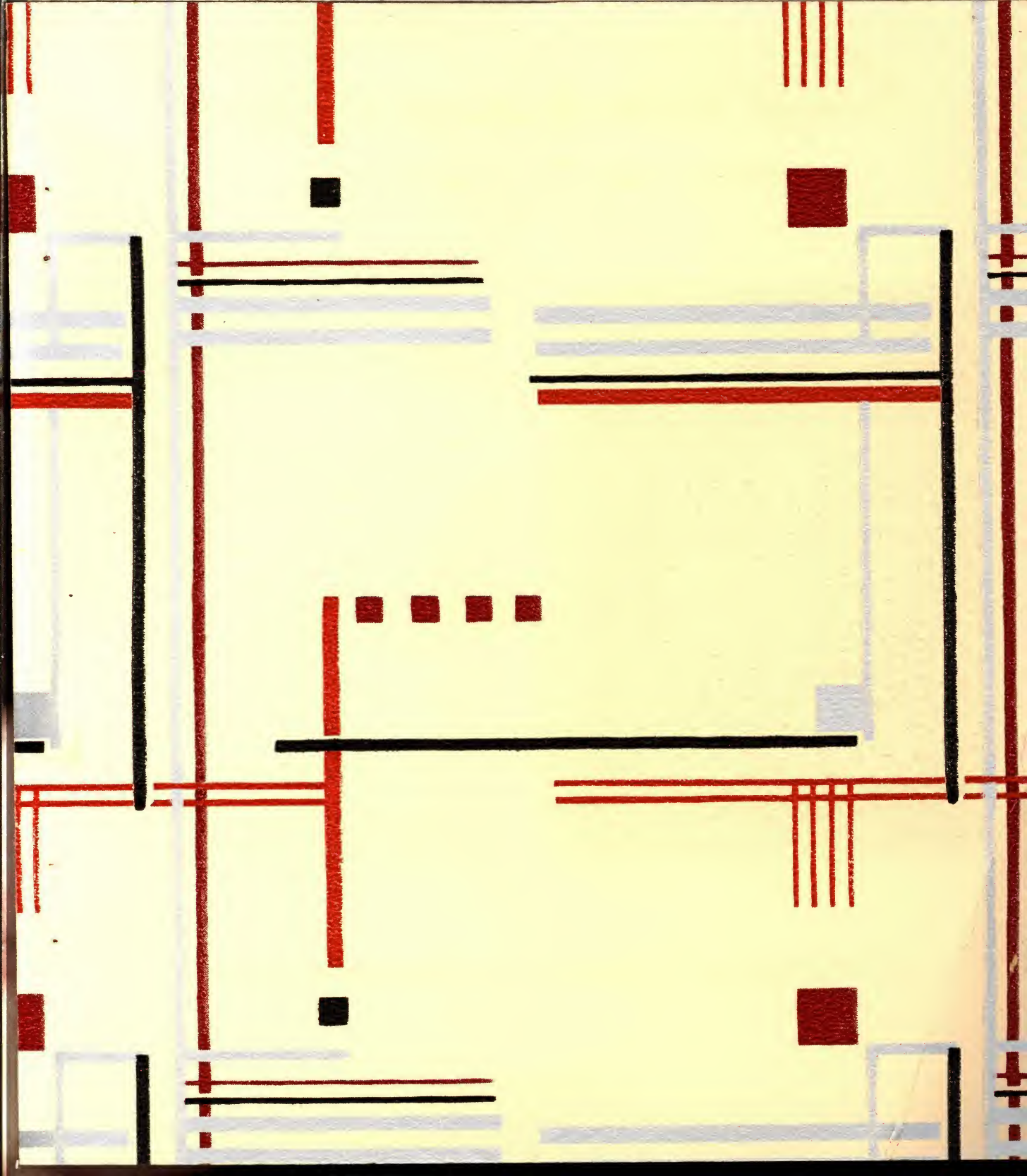
BORDER TO MATCH Sold only per Yard.  
21/8 in. wide. Ship. wt. per yd., 1 oz.

CHOICE OF THREE COLORS:

COLOR	SIDEWALL 30¢	BORDER 5¢	WHITE CEILING 30¢
Pink	76 D 7005	76 D 4005	76 D 600
Green	76 D 7105	76 D 4105	76 D 600
Blue	76 D 7205	76 D 4205	76 D 600

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# One of Wards "Scrubable" Wallpapers

FADEPROOF

SCRUBBABLE

EXTRA HEAVY PAPER

69c

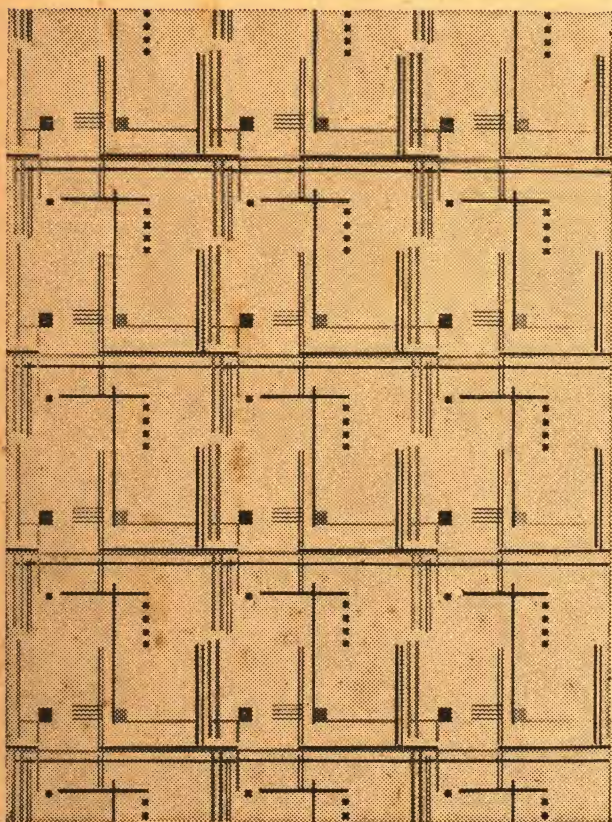
A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$10.78

Red, Black and Silver geometric pattern . . . Eggshell background . . . for attractive easy-to-keep-clean kitchens, playrooms, dining rooms and dinettes. Order it and the harmonizing border on Wards convenient Monthly Payment Plan—details on Page 6. See Back Cover for story of "Scrubable" wallpapers. You get better wallpaper for less money at Wards.

76 D 550—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Shipping weight 2 lbs. 8 oz. . . . . \$1.38

76 D 4550—BORDER TO MATCH. 2¾ in. wide. Ship. wt. per yd., 1 oz. Price per yd. . . . . 7c

76 D 561—EGGSHELL CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. \$1.38



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# For Walls that Get Hard Wear

FADEPROOF

TRIM-EASY EDGE

EXTRA-WASHABLE

CERAMIC FINISH



## 39c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$6.42

It's easy to keep your kitchen or bathroom walls bright and sparkling clean if you choose this new extra-washable paper. Because of the special Ceramic finish, dirt and grease do not readily adhere to the surface . . . can easily be wiped away with mild soap and water. Order an extra roll to line cupboards . . . extra border to complete your room.

76 D 7085—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . 78c

76 D 4085—BORDER TO MATCH. 2 in. wide. Shipping wt. per yard 1 oz. Price per yard. . 6c

76 D 617—EGGSHELL CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . 78c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Stays Clean and Fresh Longer

FADEPROOF

TRIM-EASY EDGE

EXTRA-WASHABLE

CERAMIC FINISH



## 39<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$6.42

This new conventionalized flower, leaf and berry design is not only cheerful and attractive but extremely practical for dining rooms, kitchens, dinettes and bathrooms. Grease, soot and smudges are easily removed from the extra washable Ceramic surface with mild suds and a damp cloth. Use matching border next to ceiling, for decorative motifs, etc.

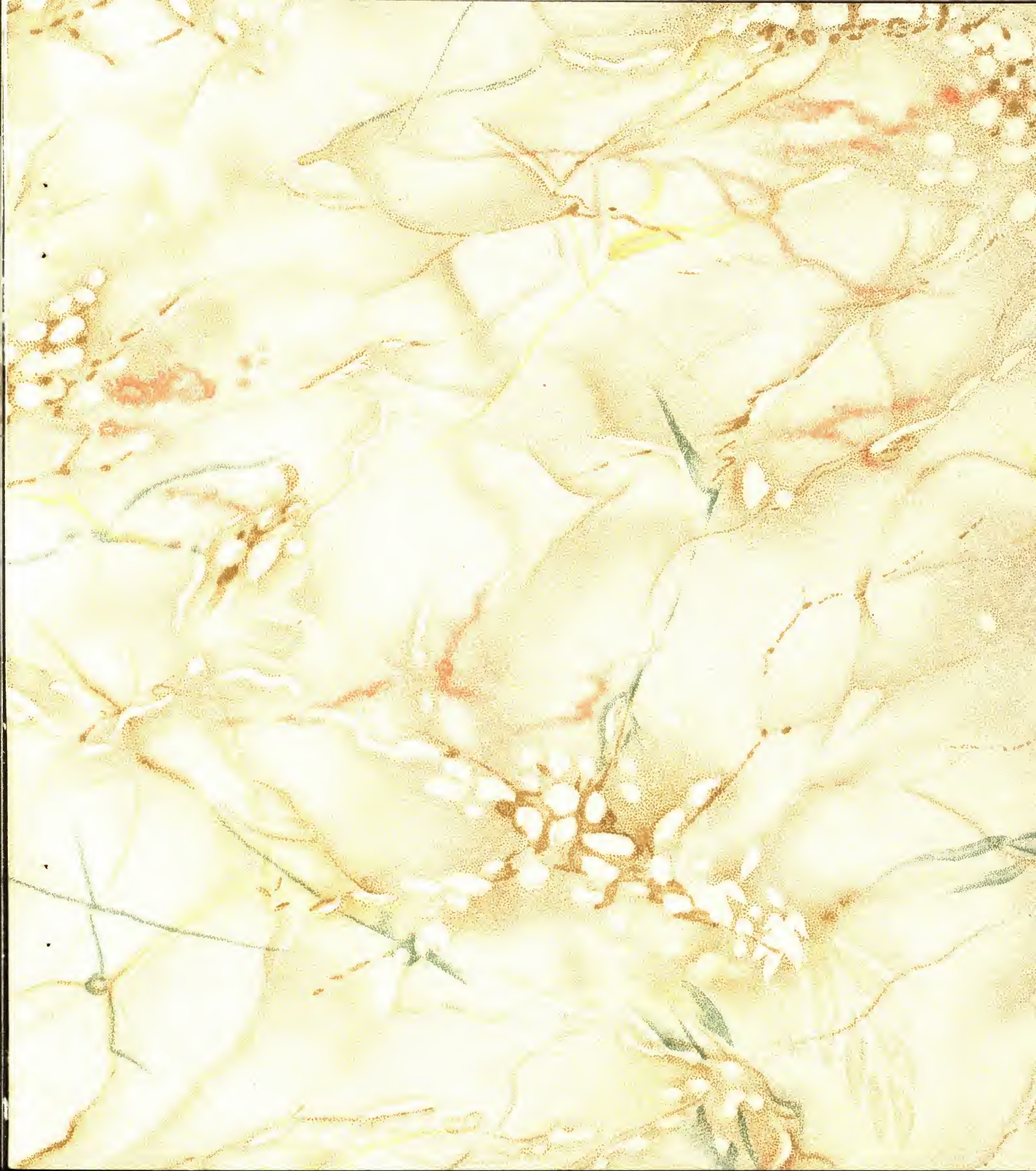
76 D 7086—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz...78c

76 D 4086—BORDER TO MATCH. 2 in. wide. Shipping wt. per yard 1 oz. Price per yard...6c

76 D 617—EGGSHELL CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz....78c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Popular Marbleized Pattern

FADEPROOF   TRIM-EASY EDGE   EXTRA-WASHABLE   EXTRA HEAVY PAPER

39<sup>c</sup>

## Double Rolls Only

76 D 7087—SIDEWALL.  
Sold only in Double Rolls.  
18 in. wide, 16 yds. long.  
Ship. wt., 2 lbs. 8 oz.  
Double Roll.....78c

76 D 4087—BORDER TO  
MATCH. 3¾ in. wide.  
Shipping wt. per yd., 1 oz.  
Price per yard.....6c

76 D 617—EGGSHELL  
CEILING. Harmonizes with  
Sidewall. 18 in. wide, 16  
yds. long. Ship. wt., 2 lbs.  
Double Roll.....78c

Buy several extra rolls of  
this heavy, washable paper  
and use it to line the  
shelves of your cupboards  
and closets. Just whisk a  
damp cloth over them—  
and they're clean!

A Single Roll. Sold only in Double Rolls. Approximate Cost for a Room 10 by 12 Feet.....\$6.42

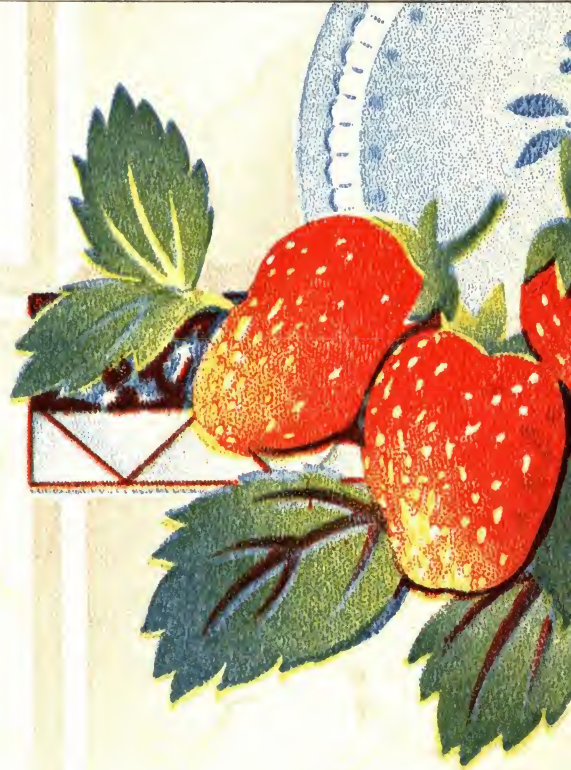
Choose this paper for your bathroom, kitchen, or any other room in your home that needs the protection of extra heavy paper with an extra washable finish.

It's one of the most practical papers Wards have ever offered because the special Ceramic finish enables you to wipe away soot, grease spots and household stains quickly and easily. Ideal for bathrooms—resists spots from water and steam.

An economical paper in the long run . . . you won't need to repaper again so soon because it stays clean and fresh for years. There's an attractive, harmonizing border to match. Order both on Wards convenient Monthly Payment Plan. Read the full details of this simple plan on Page 6.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE

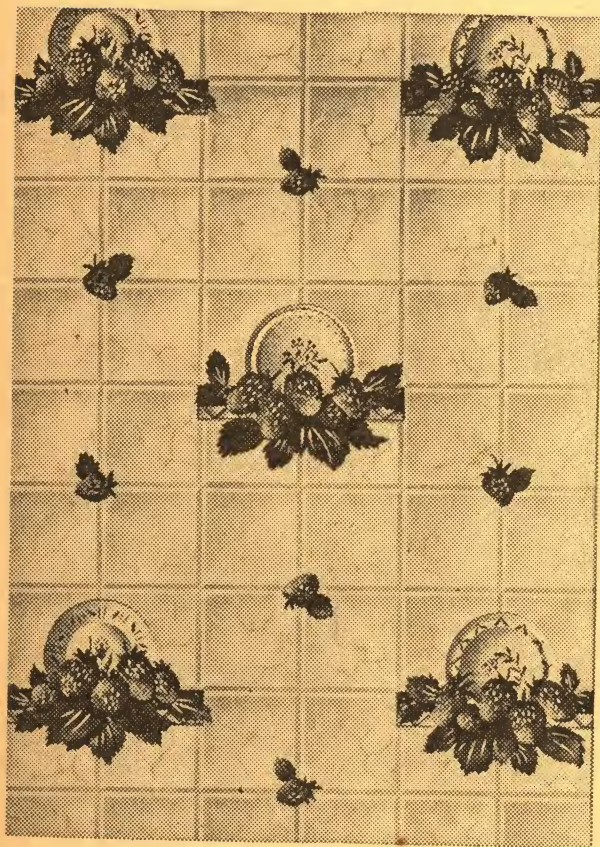






# Cheerful... Easy to Keep Clean

FADEPROOF TRIM-EASY EDGE EXTRA-WASHABLE EXTRA HEAVY PAPER



39<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$6.42

Luscious Red Strawberries on an attractive Tile design background—one of our extra-washable papers in a gay cheerful pattern. This design will give you one of the most practical and attractive kitchens imaginable. Suitable for a dining room or dinette, too. Can be kept sparkling clean with mild suds and a damp cloth. Smart, perky border to match.

76 D 7084—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz... 78<sup>c</sup>

76 D 4084—BORDER TO MATCH. 2 in. wide. Ship. wt. per yard, 1 oz. Price per yard... 6<sup>c</sup>

76 D 617—EGGSHELL CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz... 78<sup>c</sup>

◁ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Varnished for Additional Protection

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA HEAVY PAPER

44<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. . \$6.92

For walls that get hard wear, choose this practical, varnished wallpaper . . . it's so easy to keep clean. White makes the lightest room of all, and you can always use plenty of color with it for contrast . . . accent any of the bright shades in the modern flower and leaf motif to enhance your color scheme. Ideal for kitchen, dining room, bathroom. Border to match.

76 D 7088—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . 88c

76 D 4088—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yd., 1 oz. Price per yd. . . . . 6c

76 D 617—EGGSHELL CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . . 78c



◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Cheerful! Gay! Attractive!*

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER

27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$4.74



Perky Strawberry and Blossom pattern squared with graceful Red Vines for gay, cheerful, dining rooms, dinettes and kitchens. Especially charming with cottage curtains and red and white enameled kitchenware. Attractive border to match. A real Ward value—would cost you several times as much elsewhere : : : you'll save more if you hang it yourself.

76 D 7043—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . 54<sup>c</sup>

76 D 4043—BORDER TO MATCH. 1¾ in. wide. Ship. wt. per yard 1 oz. Price per yard. . . . 6<sup>c</sup>

76 D 608—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 54<sup>c</sup>



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Neath the Old Apple Tree

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HALLMARK QUALITY

27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$4.74

Luscious Red apples in Gray baskets . . . more big Red apples hanging from the Deep Brown apple tree. The apple picker must be lazy—he's gone off and left the ladder and his hat on the ground. Perhaps that's because the pattern is so restful. It is a restful and a happy paper—a gay, colorful pattern you'll enjoy having in your home. Hallmark Quality:

76 D 7039—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . 54c

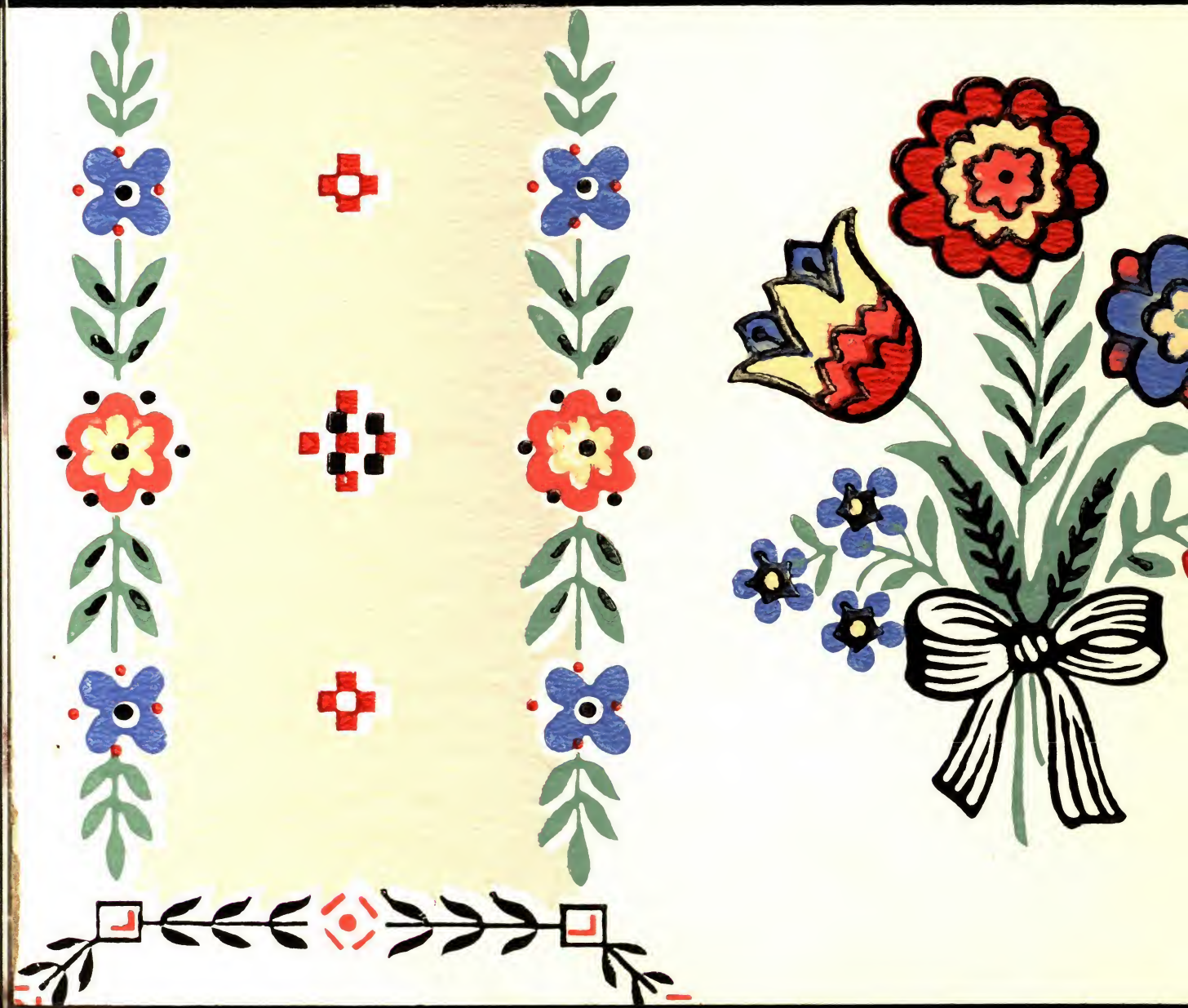
76 D 4039—BORDER TO MATCH. 1 1/4 in. wide. Ship. wt. per yard, 1 oz. Price per yard . . . 6c

76 D 608—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . 54c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Gay Peasant Design

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER

27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$4.74

Here's a pretty paper to gladden the bedroom walls of a teen-ager . . . a gay bouquet to brighten a bride's kitchen, dining room or dinette. Actually, you can use this design anywhere—of European peasant inspiration, the colors are really excellent. The border that matches this paper is charming—order both on Wards Monthly Payment Plan. See Page 6.



76 D 7052—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . .54c

76 D 4052—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard, 1 oz. . . . .6c

76 D 608—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . .54c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







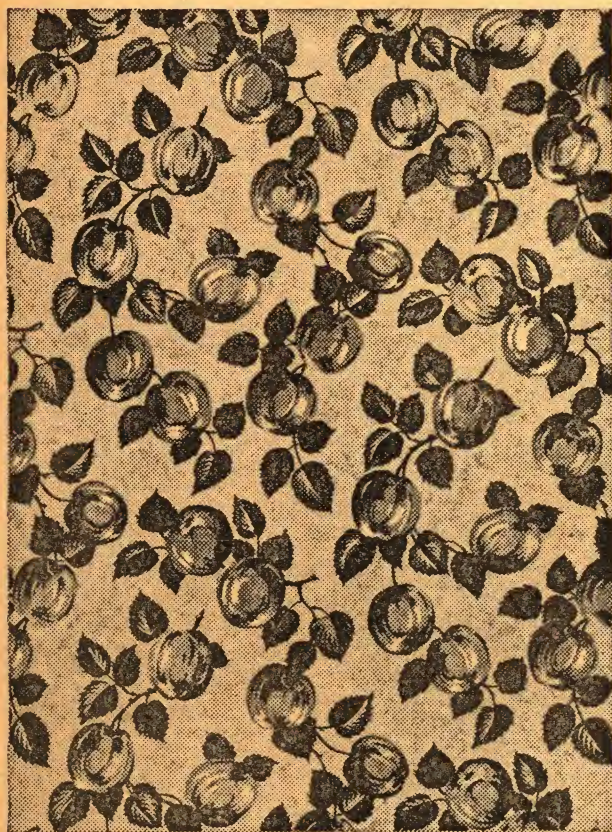
# Striking New Design!

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



## 27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet..\$4.74

Bright Red apples . . . smartly designed  
Green leaves . . . soft Yellow or pure  
White backgrounds. Imagine your own  
furnishings against this striking new pat-  
tern. It will give you a room with charac-  
ter . . . as gay and cheerful as you please:  
Attractive beading border to match:

SIDEWALL AND CEILING. Double Rolls only.  
18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2 inches wide. Shipping  
weight per yard, 1 oz.

CHOICE OF TWO COLORS:

COLORS	SIDEWALL 54c	BORDER 6c	WHITE CEILING 54c
Yellow	76 D 7046	76 D 4046	76 D 608
White	76 D 7146	76 D 4146	76 D 608

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Choose from Three Color Combinations

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



## 27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$4.74

This very attractive washable paper comes with a background of either White, Blue or Pink. Harmonizing border to match. An ideal paper for rooms that get hard wear. This is one of our lowest priced Washable wallpapers. Use Wards Monthly Payment Plan. See Page 6.

SIDEWALL AND CEILING. Double Rolls only.  
18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2 inches wide. Shipping weight 1 oz. per yard.

### CHOICE OF THREE COLORS:

COLOR	SIDEWALL 54c	BORDER PER YD. 6c	WHITE CEILING 54c
Blue	76 D 7032	76 D 4032	76 D 883
Pink	76 D 7132	76 D 4132	76 D 883
White	76 D 7232	76 D 4232	76 D 883



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Bring Gay Color to Dark Rooms

FADEPROOF    TRIM-EASY EDGE    STANDARD PAPER



20<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet \$3.68

Wide Yellow and White stripes . . . colorful fruit and flower motif . . . a pattern that will transform any room into a brighter, gayer, more cheerful place in which to live. This attractive paper isn't expensive . . . and you'll save even more if you hang it yourself. Order it and the attractive matching border on Wards Monthly Payment Plan, details on Page 6.

76 D 7017—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 40c

76 D 4017—BORDER TO MATCH. 2¼ in. wide. Ship. wt. per yd., 1 oz. Price per yd. . . . . 5½c

76 D 884—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 40c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Popular Red and White Stripe

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

18<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$3.40

This paper has a fresh charm that makes it especially attractive for dining rooms, dinettes and kitchens. Use the colorful matching border at the ceiling or around the room above a dado. The flower pots can be cut out to make perky decorative motifs on cupboard doors, canisters, etc. Order your wallpaper on Wards Monthly Payment Plan. Details on Page 6.

76 D 7008—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. .... 36c

76 D 4008—BORDER TO MATCH. 8¼ in. wide. Ship. wt. per yard, 1 oz. Price per yard. .... 5½c

76 D 875—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. .... 36c



◁ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE





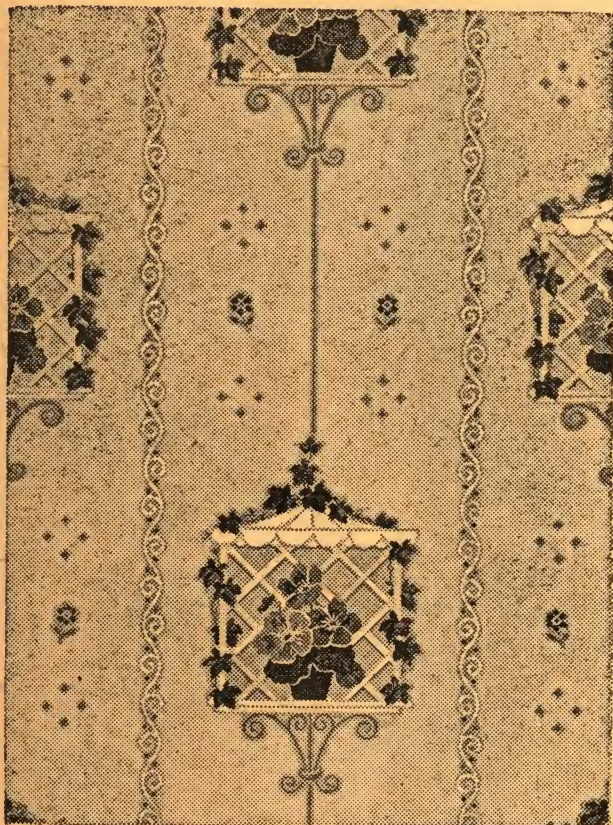


# An Outstanding Ward Value!

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



18<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$3.40

If you're tired of the usual florals and stripes, here's a paper that's sure to please you with its new and different pattern. Colorful nasturtiums growing in dark Blue flower pots against a soft Blue latticed background . . . trailing Green ivy leaves. Also comes with Yellow background.

SIDEWALL AND CEILING. Double Rolls only.  
18 in. wide, 16 yds. long. Shipping weight 2 lbs.

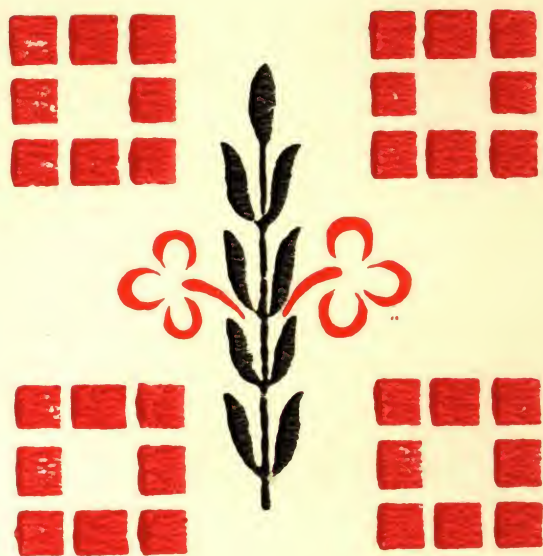
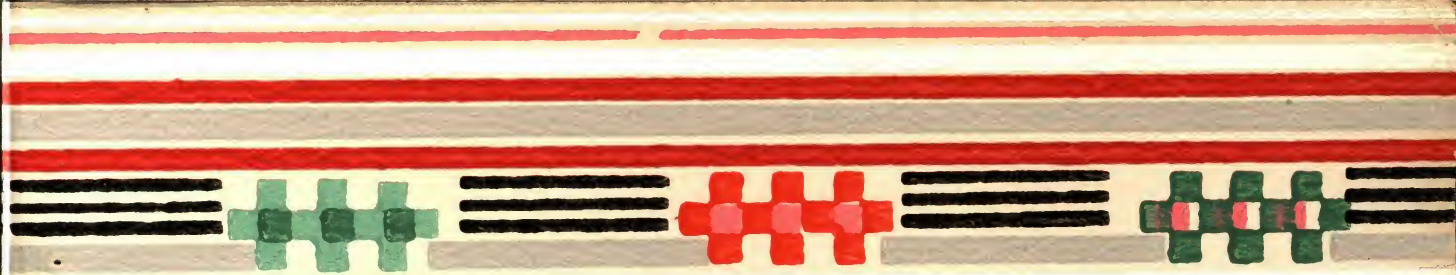
BORDER. 2½ in. wide. Ship. wt. per yard, 1 oz.

CHOICE OF TWO COLORS:

COLORS	SIDEWALL 36c	BORDER 5½c	WHITE CEILING 36c
Blue	76 D 7009	76 D 4009	76 D 875
Yellow	76 D 7109	76 D 4109	76 D 875

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Cheerful... Practical... Economical

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

18<sup>c</sup>

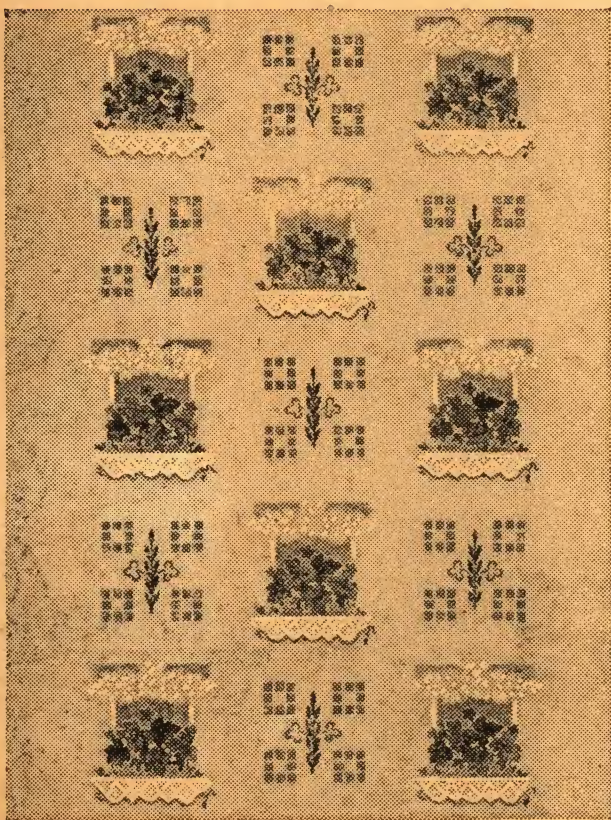
A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$3.40

Red geometric pattern . . . Red and Green floral design on a lovely soft Gray background. Practical for almost any room in the house. The Gray background makes it an ideal choice for sunny rooms with southern exposures. With red accessories it would be bright and cheerful in rooms facing east and north. Harmonizing border adds a delightful finishing touch.

76 D 7010—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 36c

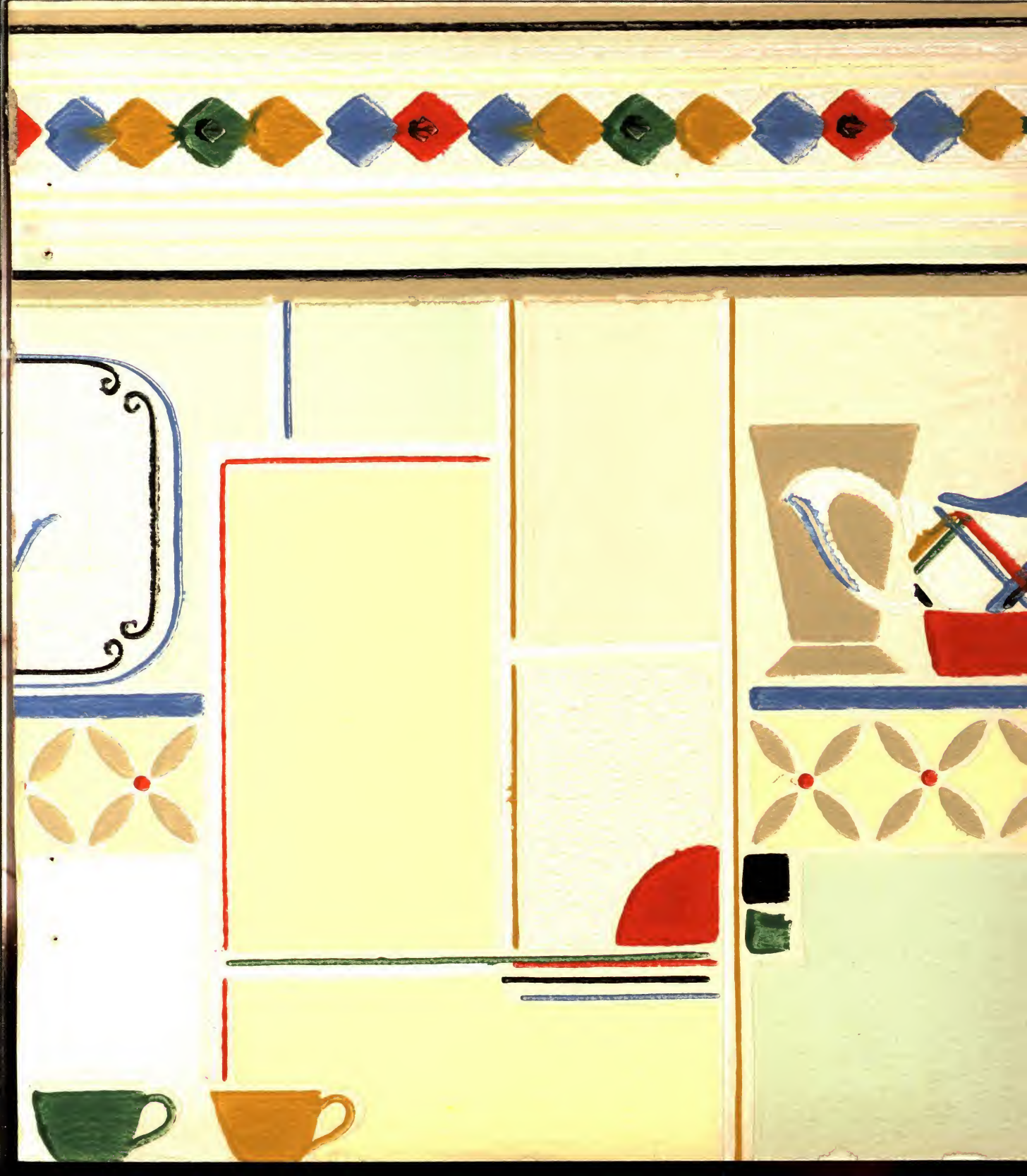
76 D 4010—BORDER TO MATCH. 2 1/4 in. wide. Ship. wt. per yard, 1 oz. Price per yard . . . 5 1/2c

76 D 875—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . . 36c



◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE





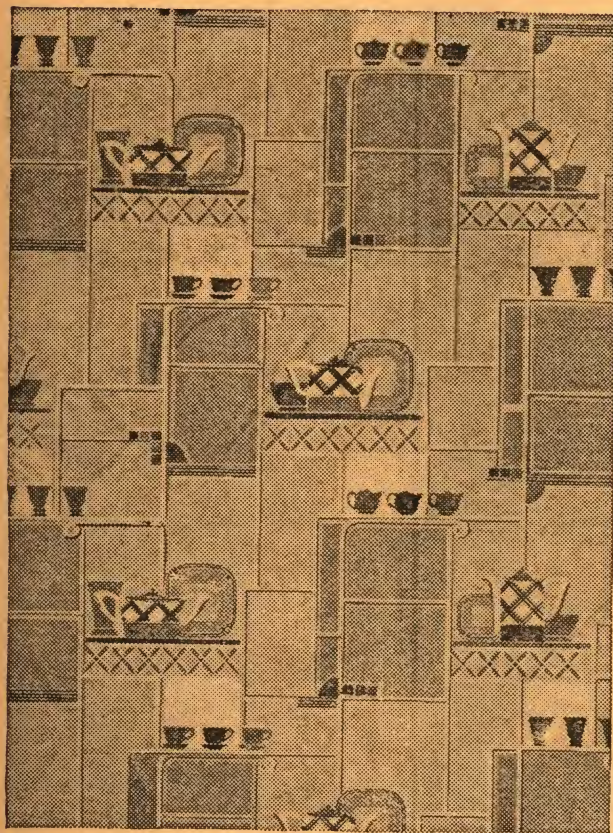


# Colorful Fiesta Ware Design

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



15<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$2.90

Gay Fiesta ware on a background of soft pastel colors in geometric design. Colorful new paper for dining room, kitchen or breakfast nook. Attractive with your Fiesta ware in the dining room . . . or white cottage curtains and red and white enameled kitchenware in your kitchen. Smart border in geometric pattern and harmonizing colors to match.

76 D 7003—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . .30c

76 D 4003—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yard 1 oz. Price per yard. . . . .5c

76 D 600—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. . . . .30c



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE





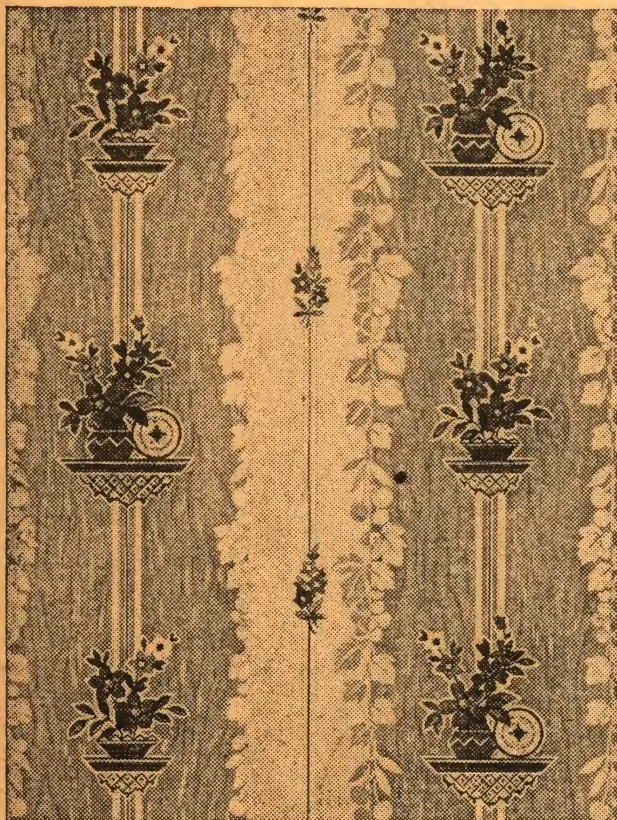


# Bright Flowers on "Wood Grain"

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



15<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$2.90

Here's a pattern you'll never tire of . . . practical, too—the attractive natural wood-grain effect background is slow to show soil and fingermarks. Ideal for kitchen, dining room, breakfast nook or playroom. Decorative border to match.

SIDEWALL AND CEILING . . . Double Rolls only. 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER. 2¼ in. Ship. wt. per yd., 1 oz.

CHOICE OF TWO COLORS:

COLORS	SIDEWALL 30c	BORDER 5c	WHITE CEILING 30c
Tan	76 D 7004	76 D 4004	76 D 600
Gray	76 D 7104	76 D 4104	76 D 600



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Colorful Fruit and Flower Design

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



12 $\frac{1}{2}$ c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$2.47

Colorful fruit and flowers on a White background sprinkled with Silver polka dots. A gay, cheerful paper for dining room, dinette, kitchen or breakfast nook. Practical because you can "pick up" any one of the bright colors in curtains, china or kitchenware. Perky border adds just the right finishing touch. See Wards Monthly Payment Plan on Page 6:

76 D 7001—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....25c

76 D 4001—BORDER TO MATCH. 2 in. wide. Ship. wt. per yard, 1 oz. Price per yard....4½c

76 D 880—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.....25c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# Use with Patterned Furnishings

FADEPROOF   TRIM-EASY EDGE   WASHABLE   EMBOSSED   EXTRA HEAVY PAPER   30-INCH

44<sup>c</sup>

## Triple Rolls Only

76 D 7077—SIDEWALL.  
Sold only in Triple Rolls.  
Trims to 27½ in. wide, 15  
yds. long. Ship. wt. 3 lbs.  
8 oz.

Triple Roll.....\$1.32

76 D 4077—BORDER TO  
MATCH. 3¼ in. wide.  
Ship. wt. per yd., 1 oz.  
Price per yard.....6c

76 D 612—WHITE CEIL-  
ING. Harmonizes with  
Sidewall. 18 in. wide, 16  
yds. long. Ship. wt. 2 lbs.  
8 oz.

Double Roll.....60c

Order this Wallpaper and  
the attractive harmonizing  
border on Wards conven-  
ient Monthly Payment  
Plan. Details on Page 6.

A Single Roll. Sold in Triple Rolls only. Approx-  
imate Cost of Room 10 by 12 Feet.....\$6.12

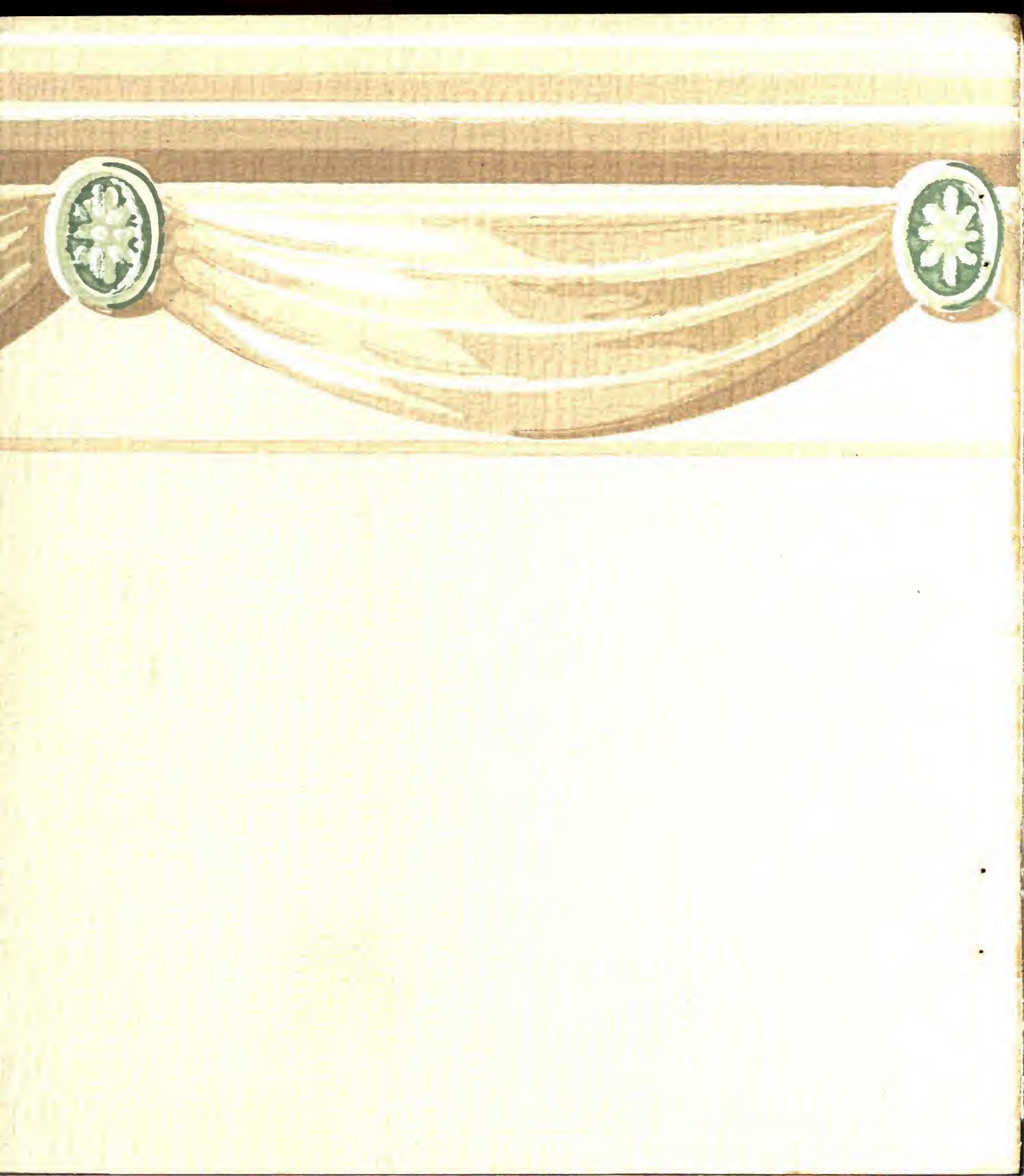
The rough, cloth-like texture of this Egg-  
shell White paper reflects more light  
than a wall or ceiling painted with flat  
paint. Use this paper as a complement or  
background for striking designs in furni-  
ture and furnishings : : : for bold colors in  
rugs, draperies, and other wallpaper. Use  
it wherever you would use flat paint:

This texture paper resembles expensive  
canvas when hung on a wall or ceiling ...  
yet Wards low price is, of course, only a  
small fraction of the cost of canvas. Papers  
of this quality usually cost ⅓ more else-  
where. The handsome valance type Border  
to match adds just enough design to give  
the room a finished look. Order both on  
Wards Monthly Payment Plan, Page 6.



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE











# Choice of Three Colors

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER 30-INCH

44<sup>c</sup>

A Single Roll. Sold in Triple Rolls only. Approximate Cost of Room 10 by 12 Feet.....\$6.12

**GREEN** Use this attractive Green paper for rooms where a cool effect is desired. The fine washable quality and heavy texture embossing add a luxurious note for ceiling or sidewall that is both smart and new. Graceful Tan, White and Green valance border adds a touch of elegance . . . a finished look. Same design as border pictured on Page 73.

**ROSE** Beautifully embossed—plain color wallpaper. Can be used for both sidewall and ceiling. This lovely Rose shade is especially nice in dark rooms, or for a ceiling when sidewalls are Green, Blue or Eggshell White. Attractive valance border in Rose, Tan, White and Blue—pictured on Page 73. For Wards Monthly Payment Plan see Page 6.

**BLUE** Make your rooms seem airy, light and far more spacious with this new, soft Blue wallpaper on your walls. As a ceiling paper, too, with sidewalls of contrasting colors, it's an ideal choice. Harmonizing border in Blue, Gray, White and Pink—pictured on Page 73. Remember, you save from 1/3 to 1/2 on this pattern by buying it at Wards.

76 D 7177—SIDEWALL. Triple Rolls only. Trims to 27½ in. wide, 15 yds. long. Estimate from Triple Row Column, Page 6. Ship. wt. 3 lbs. 8 oz. . . \$1.32

76 D 4177—BORDER TO MATCH. 3¼ in. wide. Ship. wt. per yard, 1 oz. Price per yard. . . . . 6c

76 D 612—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . . . 60c

76 D 7277—SIDEWALL. Triple Rolls only. Trims to 27½ in. wide, 15 yds. long. Estimate from Triple Row Column, Page 6. Ship. wt. 3 lbs. 8 oz. . . \$1.32

76 D 4277—BORDER TO MATCH. 3¼ in. wide. Ship. wt. per yard, 1 oz. Price per yard. . . . . 6c

76 D 612—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . . . 60c

76 D 7377—SIDEWALL. Triple Rolls only. Trims to 27½ in. wide, 15 yds. long. Estimate from Triple Row Column, Page 6. Ship. wt. 3 lbs. 8 oz. . . \$1.32

76 D 4377—BORDER TO MATCH. 3¼ in. wide. Ship. wt. per yard, 1 oz. Price per yard. . . . . 6c

76 D 612—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . . . 60c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Rich, Deeply Embossed Scenic*

FADEPROOF   TRIM-EASY EDGE   WASHABLE   EMBOSSED   EXTRA HEAVY PAPER



42<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$6.36

Rose-Beige with graceful White medallions framing lovely rustic scenes. Practical for almost any downstairs room; goes well with all styles and types of furniture. New post-war pattern. Printed on heavy stock—will give you long satisfactory wear. Attractive border to match. You can pay for your wallpaper on Wards Monthly Payment Plan. Details, Page 6.

76 D 7079—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz....84c

76 D 4079—BORDER TO MATCH. 3¼ in. wide. Ship. wt. per yard 1 oz. Price per yard.....6c

76 D 612—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.....60c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Deeply Embossed Multi-color Leaves

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER 30-INCH



42<sup>c</sup>

A Single Roll. Sold only in Triple Rolls. Approximate Cost for a Room 10 by 12 Feet \$5.94

Shell Pink and White . . . Pale Green and White leaves—richly embossed on Light Blue. Charming background for any style of furniture. Remember, you save from  $\frac{1}{3}$  to  $\frac{1}{2}$  on any pattern you choose from this book; and this paper is no exception. Use Triple Roll ordering information, Page 6, for sidewall paper.

76 D 7078—SIDEWALL. Triple Rolls only. Trims to 27½ in. wide. 15 yds. long. Shipping weight 3 lbs. 8 oz. Triple Roll.....\$1.26

76 D 4078—BORDER TO MATCH. 3 in. wide. Ship. wt. per yard, 1 oz. Price per yard.....6c

76 D 612—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide 16 yds. long. Ship. wt. 2 lbs. 8 oz.....60c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# For Lighter, Airier Rooms

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER 30-INCH



42c

A Single Roll. Sold only in Triple Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$5.94

This lovely, creamy paper is designed to give your rooms a feeling of spaciousness—and like all light shades, it will make them seem much larger and lighter, too. The White leaves against the soft pastel background give a rich, damask effect that is luxurious and in good taste. Attractive border to match.

76 D 7082—SIDEWALL. Triple Rolls only. Trims to 27½ in. wide; 15 yds. long. Shipping weight 3 lbs. 8 oz. Triple Roll.....\$1.26

76 D 4082—BORDER TO MATCH. 3 in. wide. Ship. wt. per yard, 1 oz. Price per yard.....6c

76 D 613—IVORY CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.....60c

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Embossed Daisies... 30 Inches Wide

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER



42<sup>c</sup>

A Single Roll. Sold only in Triple Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$5.94

Delicate Eggshell leaves and buds with Pink and Beige centers on a background of cool Green make this heavily embossed paper unusually lovely. Choose this rich, luxurious design for your living room, dining room, hall or bedroom. Estimate amount of sidewall needed from Triple Roll Column, Page 6.

76 D 7075—SIDEWALL. Triple Rolls only. Trims to 27½ in. wide; 15 yds. long. Shipping weight 3 lbs. 8 oz. Triple Roll.....\$1.26

76 D 4075—BORDER TO MATCH. 3 in. wide. Ship. wt. per yard, 1 oz. Price per yd.....6c

76 D 612—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.....60c

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Pastel Colors... Richly Embossed

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER



42<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 by 12 Feet. \$6.36

Lovely pastel shades on a soft Beige background . . . just the thing to enhance furnishings that are prominent in design or bold in color. Choose this attractive new pattern for living room, dining room, or hall . . . wherever a subdued, tasteful background is required to show your possessions to the best advantage. And remember! Save  $\frac{1}{3}$  to  $\frac{1}{2}$  at Wards!

76 D 7074—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . 84<sup>c</sup>

76 D 4074—BORDER TO MATCH. 3 in. wide. Ship. wt. per yard, 1 oz. Price per yard. . . . 6<sup>c</sup>

76 D 612—WHITE CEILING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . . . 60<sup>c</sup>

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Make a Dark Room Seem Lighter

FADEPROOF   TRIM-EASY EDGE   WASHABLE   EMBOSSED   EXTRA HEAVY PAPER



42<sup>c</sup>

A Single Roll. Sold only in Triple Rolls.  
Approximate Cost for a Room 10 by 12 Feet. \$5.94

A new, post-war pattern . . . a bigger and bolder design that is unusually decorative. Richly embossed — beautifully striped—correct with all styles of furniture. The neutral Beige tones will harmonize perfectly with any color scheme and will make your rooms seem larger. 30-inch width. Be sure to note ordering information for triple rolls, Page 6.

76 D 7080—SIDEWALL. Triple Rolls only. 15 yds. long. Trims to 27½ in. wide. Shipping wt. 3 lbs. 8 oz. . . . . \$1.26

76 D 4080—BORDER TO MATCH. 3 in. wide. Ship. wt. per yard 1 oz. Price per yard. . . . 6c

76 D 613—IVORY CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Shipping weight 2 lbs. 8 oz. . 60c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Elegant Richness and Dignity*

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER 30-INCH

39<sup>c</sup>

## 76 D 7081—SIDEWALL.

Sold only in Triple Rolls, trims to 27½ in. wide, 15 yds. long. Shipping weight 3 lbs. 8 oz.

Triple Roll.....\$1.17

## 76 D 4081—BORDER TO

MATCH. 3 in. wide. Shipping weight per yd., 1 oz.

Price per yard.....6c

## 76 D 613—IVORY CEIL-

ING. Harmonizes with sidewall. Sold only in Double Rolls. 18 in. wide, 16 yds. long. Shipping weight 2 lbs. 8 oz.

Double Roll.....60c

## Decorate A Screen

If you have any Wallpaper left over use it to cover a screen! It's decorative as well as useful.

A Single Roll. Sold only in Triple Rolls.  
Approximate Cost of Room 10 by 12 Feet....\$5.67

The dignity and elegance of old brocade has been captured for your walls in this heavily embossed paper. It forms a rich, yet quiet background that goes well with all furnishings—blends with patterned or plain drapery and upholstery fabrics, or with any color you may already have in your home.

Because of its light coloring and all-over type design, this pattern will make any room gain a feeling of space. At Wards low price, it's an exceptional value.

Order it and the attractive, matching border on Wards convenient Monthly Payment Plan. Details on Page 6. Be sure to estimate number of sidewall rolls needed from Triple Row Column on Page 6.



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Knotty Pine Paneling Design

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA HEAVY PAPER



36<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost for a Room 10 by 12 Feet \$5.76

Now you can have walls that look like expensive Pine Paneling at a fraction of their cost. Actual Knotty Pine walls were photographed to make this paper and every knot and shade was reproduced. For added realism and protection against stains and finger marks, apply a coat of self-polishing wax or clear lacquer. Attractive border to match.

76 D 7083—SIDEWALL. Double Rolls only. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . 72<sup>c</sup>

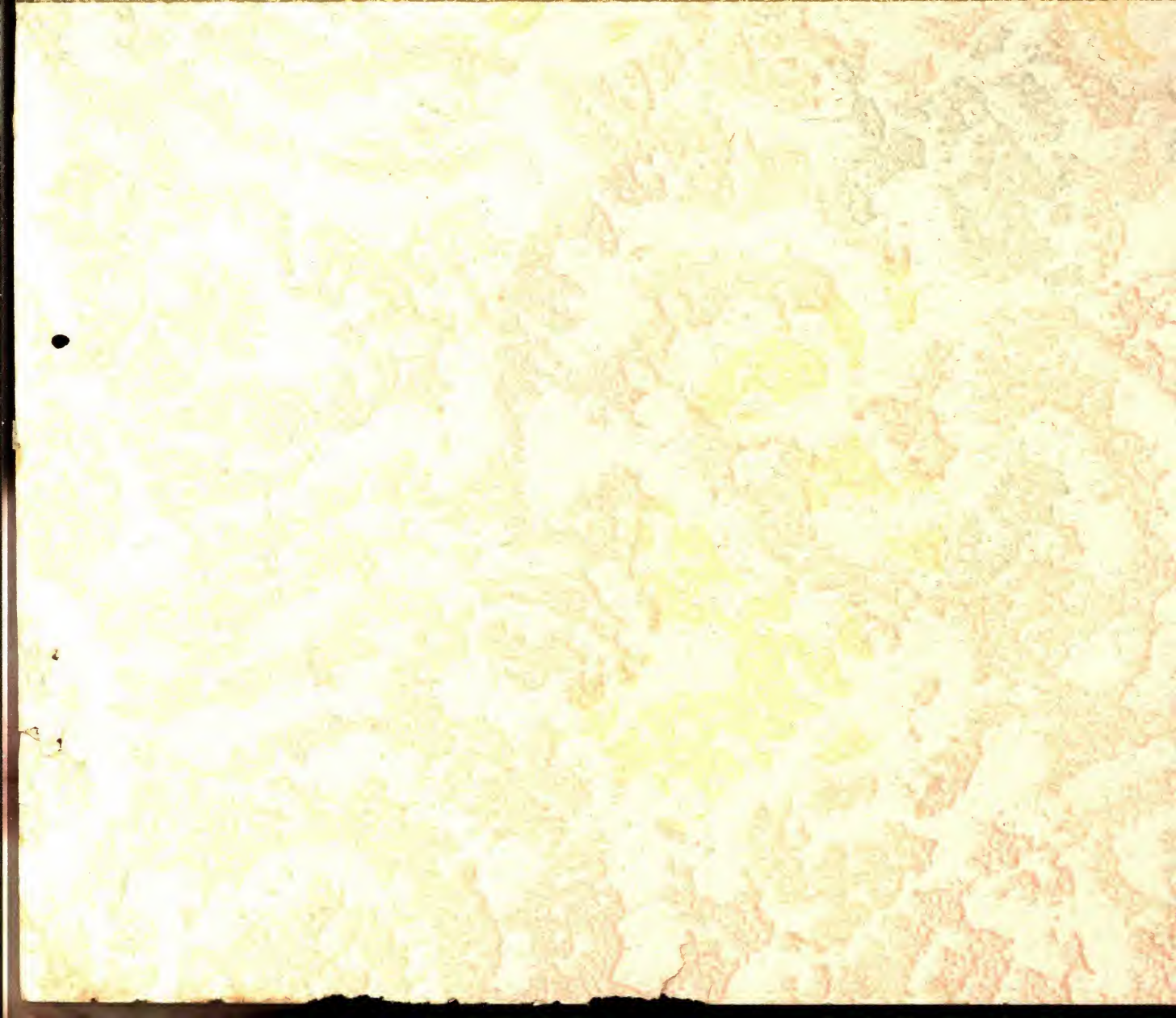
76 D 4083—BORDER TO MATCH. 2 in. wide. Ship. wt. per yard 1 oz. Price per yard . . . . 6<sup>c</sup>

76 D 613—IVORY CEILING. Harmonizes with sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. . . . . 60<sup>c</sup>



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Looks Like Real Plaster

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA HEAVY PAPER 30-INCH

## Triple Rolls Only

76 D 7076—SIDEWALL.  
Sold only in Triple Rolls.  
Trims to 27½ in. wide; 15  
yds. long. Shipping weight  
3 lbs. 8 oz.

Triple Roll.....\$1.08

76 D 4076—BORDER TO  
MATCH. 2½ in. wide.  
Ship. wt. per yd., 1 oz.  
Price per yard.....6c

76 D 612—WHITE CEIL-  
ING. Harmonizes with  
Sidewall. Sold only in  
Double Rolls, 18 in. wide  
16 yds. long. Shipping  
weight 2 lbs. 8 oz.  
Double Roll.....60c

Order your Wallpaper on  
Wards Convenient Month-  
ly Payment Plan. Full De-  
tails are Given on Page 6.

## 36<sup>c</sup>

A Single Roll. Sold only in Triple Rolls. Approximate  
Cost for a Room 10 by 12 Feet.....\$5.40

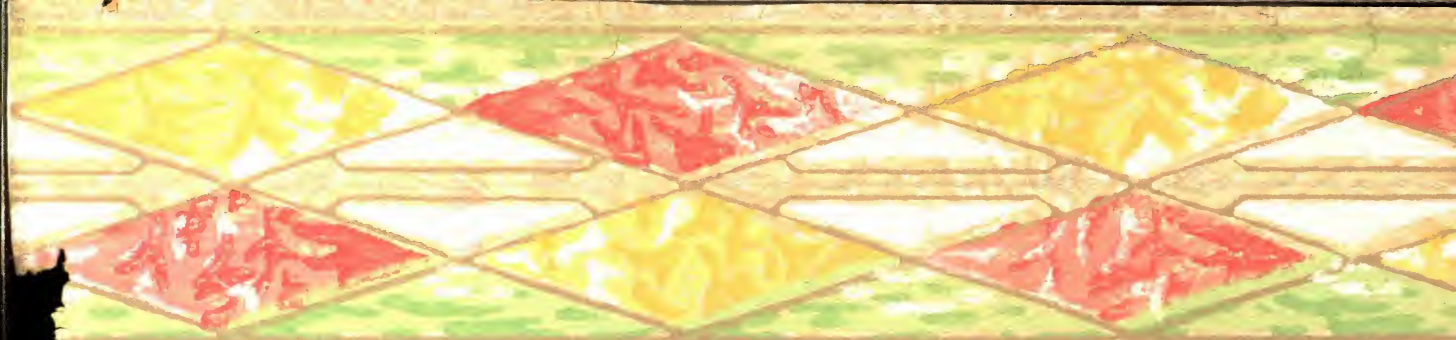
This heavily embossed plaster-effect pat-  
tern was reproduced from the walls of an  
expensive Florida home. Each trowel mark,  
each delicate swirl, has been faithfully re-  
produced on this paper in soft pastel shades  
—unless you look closely it's hard to dis-  
tinguish from real plaster, yet you pay only  
a fraction of its cost.

The soft neutral shades of the paper make  
a perfect background for splashy patterns  
and vivid colors in your draperies, slip  
covers and rugs—it's an excellent paper  
against which to display your pictures, too.  
Decorative harmonizing border to match.  
Comes in "30-inch" width. Be sure to  
estimate number of sidewall rolls needed  
from Triple Row column on Page 6.



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Choose from Two Qualities

FADEPROOF OR NON-FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

## Fadeproof

76 D 7000—SIDEWALL. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. Double Roll...20c

76 D 4000—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yd. 1 oz. Price per yd.....4c

76 D 874—BEIGE CEILING. Harmonizes with Sidewall. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. Double Roll...20c

## Not Fadeproof

76 D 7100—SIDEWALL. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. Double Roll...16c

76 D 4000—BORDER TO MATCH. 2½ in. wide. Ship. wt. per yd. 1 oz. Price per yd.....4c

76 D 873—BEIGE CEILING. Harmonizes with Sidewall. 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. Double Roll...16c

10c

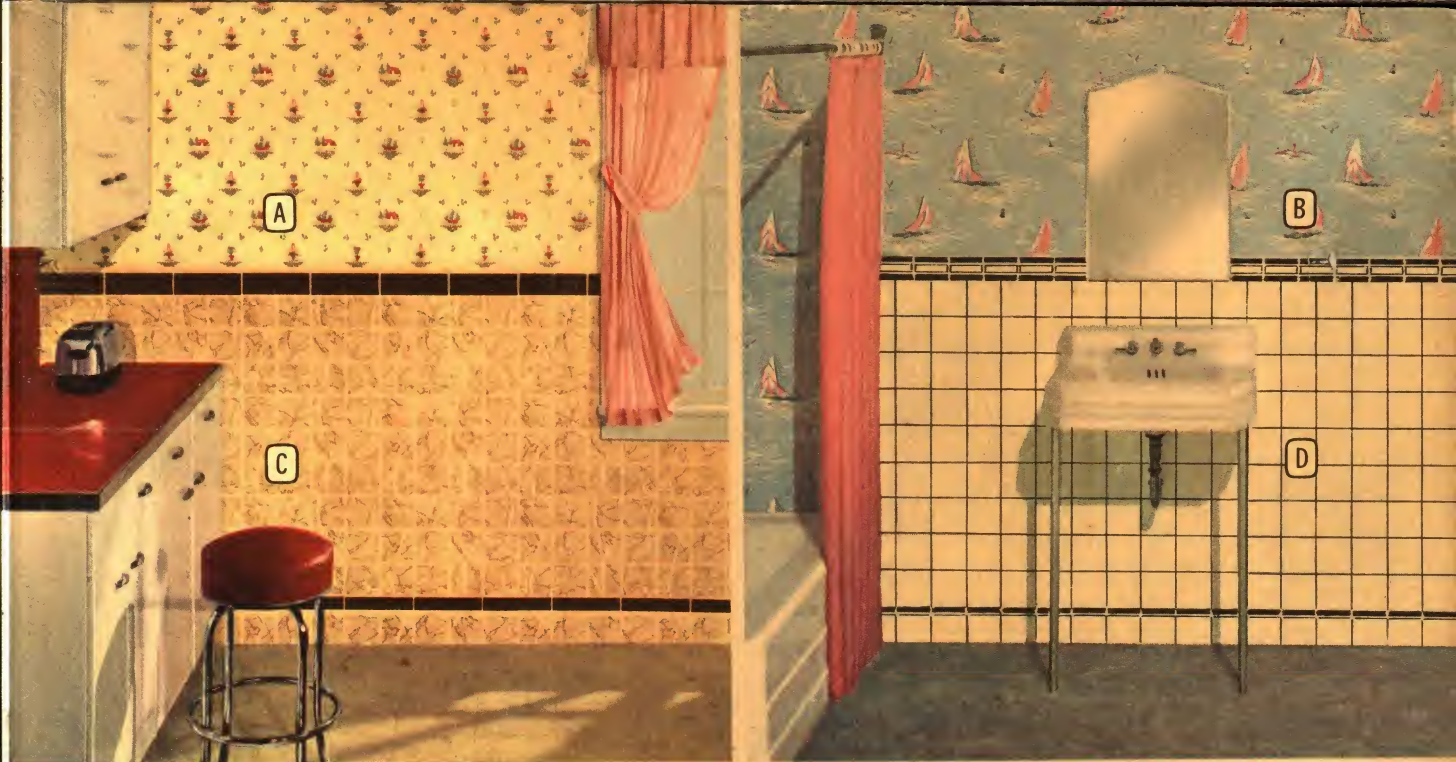
A Single Roll. Fadeproof Quality—8c a Single Roll  
—Not Fadeproof. Sold only in Double Rolls.

Soft shades of Pink, Blue, Yellow and Green on a warm Beige background—will blend with any type or style of furniture. Easy to hang—requires no matching.

Offered in a choice of two qualities. The colors of the less expensive quality are not Fadeproof—if you redecorate often it will serve your purpose. However, for only 2c more a single roll you can enjoy the more lasting beauty of the Fadeproof quality (shown on the front of this sheet). It has been tested in Wards Bureau of Standards, and will withstand exposure to light equal to three years on your walls. You'll find this Fadeproof quality the more economical buy, the more practical paper in the long run. Attractive border adds finishing touch.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE





## Wall Oilcloth... Finest for Kitchens, Bathrooms

**YES, IT'S REAL OILCLOTH . . .** Just like you use on your pantry shelves or your kitchen table—the only difference is that wall oilcloth is heavier, better made, longer lasting and treated with coat after coat of fine oil paint. It has the same canvas back—even greater year-in-year-out wearing qualities. Wall Oilcloth is ideal for kitchen and bathroom walls because it can be washed repeatedly just like the best quality oil type wall paint . . . doesn't scuff, mar or tear easily. Hides and helps prevent plaster cracks because the strong Cotton fabric reinforces plaster.

**EASY TO KEEP CLEAN . . .** You can wash it repeatedly with soap and water. Soot, picture marks, grease, etc., can be removed easily without damaging the surface. All colors and patterns are fadeproof.

**CHOICE OF PATTERNS OR PLAIN COLORS . . .** You can have attractive, colorful rooms by combining the gay sidewall patterns or plain colors with wainscoting patterns. Each sidewall pattern has a harmonizing border. Wainscoting patterns have borders printed on top and bottom.

**SPECIFICATIONS . . .** Sold by yard or in rolls (12 yds. long). Border by yard only. Sidewall, wainscoting patterns and plain colors 48 in. wide—weigh 1 lb. 5 oz. per yard; 17 lbs. per roll. Border 1½ in. wide—weight 1 oz. per yard. Use regular wallpaper paste. See How to Order on Page 6.

SIDEWALL PATTERN CATALOG NUMBERS	FINISH	PRICE PER YD.	PRICE PER ROLL	BORDER TO MATCH CATALOG NUMBER	PRICE PER YD.
(A) 76 D 9016	Glazed	65c	\$7.29	76 D 9116	12c
(B) 76 D 9019	Dull	65c	7.29	76 D 9119	12c
(J) 76 D 9008	Glazed	65c	7.29	76 D 9108	12c
(K) 76 D 9024	Dull	65c	7.29	76 D 9124	12c
(L) 76 D 9010	Dull	65c	7.29	76 D 9110	12c
(M) 76 D 9022	Glazed	65c	7.29	76 D 9122	12c
(N) 76 D 9023	Dull	65c	7.29	76 D 9123	12c
(P) 76 D 9013	Glazed	65c	7.29	76 D 9113	12c

WAINSCOTING CATALOG NO.	FINISH	PRICE PER YARD	PRICE PER ROLL
(C) 76 D 9021	Glazed	65c	\$7.29
(D) 76 D 9004	Glazed	65c	7.29

PLAIN COLOR CATALOG NO.	COLOR	FINISH	PRICE PER YD.	PRICE PER ROLL
(E) 76 D 9052	Peach	Dull	65c	\$7.29
(F) 76 D 9056	Yellow	Dull	65c	7.29
(G) 76 D 9054	Green	Dull	65c	7.29
(H) 76 D 9055	Blue	Dull	65c	7.29
(Not shown) 76 D 9057	Eggshell	Dull	65c	7.29
(Not shown) 76 D 9051	White	Dull	65c	7.29
(Not shown) 76 D 9050	White	Glazed	65c	7.29







## Scrubbable Wallpaper... Clean with Soapsuds!

IT'S SCRUBBABLE... the only wallpaper made with an actual paint coat. Wards Scrubbable Wallpapers look exactly like other fine wallpapers... have the same beautiful flat finish (not shiny like many coated papers), the same smart styling and attractive colorings. And you can wash them with soapsuds and brush—it's as easy as washing a painted wall!

Dirt, grease and moisture cannot penetrate the many layers of paint fused on a heavy paper base... grease spots around stoves, water spots near the sink, soot smudges above radiators are no longer a problem. Actual Laboratory tests have proved that Wards Scrubbable Wallpapers are the most washable papers made. Colors will not rub off or fade.

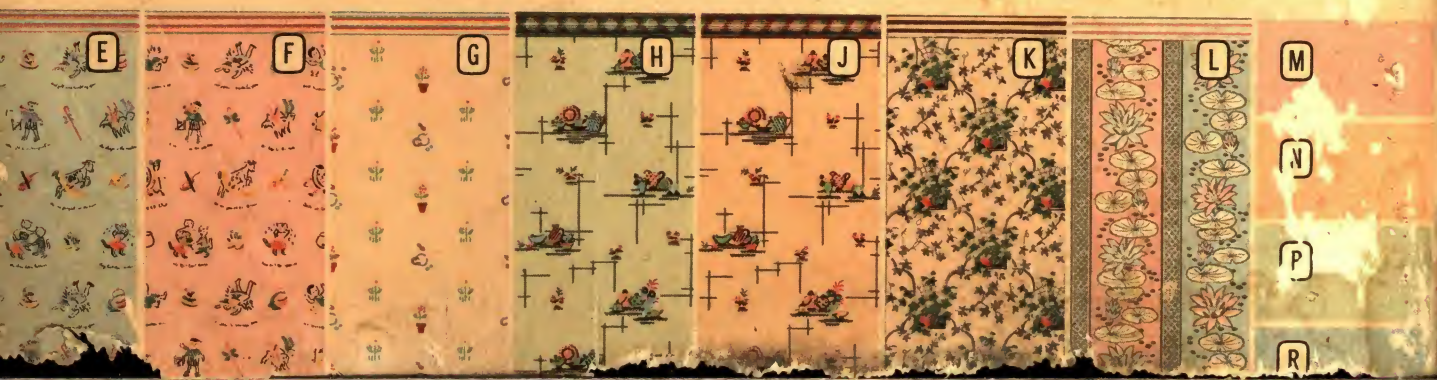
CHOICE OF PATTERNS OR PLAIN COLORS... Many attractive combinations can be secured by using the patterns and colors shown below and in room scenes above. Plain colors can be used either on sidewalls or ceilings. For finest effects, use harmonizing border with the sidewall patterns. Wainscoting patterns have border printed at top and bottom.

SPECIFICATIONS... Sidewall patterns and plain colors are sold in Double Rolls only, 16 yards long. Border sold by yard only. Wainscoting patterns sold by the yard or roll (12 yards long). Use regular wallpaper paste. For Wallpaper Tools and Paste see Page 5. See How to Order on Page 6.

SIDEWALL	WIDTH	SHIP. WT.	DOUBLE ROLL	BORDER TO MATCH	WIDTH	SHIP. WT.	PER YD.
(A) 76 D 556	18 in.	2 lbs. 8 oz.	\$1.38	76 D 4556	2 1/4 in.	1 oz.	7c
(B) 76 D 550	18 in.	2 lbs. 8 oz.	1.38	76 D 4550	2 1/4 in.	1 oz.	7c
(E) 76 D 552	18 in.	2 lbs. 8 oz.	1.38	76 D 4552	2 1/4 in.	1 oz.	7c
(G) 76 D 555	18 in.	2 lbs. 8 oz.	1.38	76 D 4555	2 1/4 in.	1 oz.	7c
(H) 76 D 558	18 in.	2 lbs. 8 oz.	1.38	76 D 4558	2 1/4 in.	1 oz.	7c
(J) 76 D 554	18 in.	2 lbs. 8 oz.	1.38	76 D 4554	2 1/4 in.	1 oz.	7c
(K) 76 D 551	18 in.	2 lbs. 8 oz.	1.38	76 D 4551	2 1/4 in.	1 oz.	7c
(L) 76 D 557	18 in.	2 lbs. 8 oz.	1.38	76 D 4557	2 1/4 in.	1 oz.	7c
(R) 76 D 553	18 in.	2 lbs. 8 oz.	1.38	76 D 4553	2 1/4 in.	1 oz.	7c

WAINSCOTING	WIDTH	SHIP. WT.	PRICE PER YD.	SHIP. WT.	PRICE PER ROLL
(C) 76 D 559	46 in.	7 oz.	32c	5 lbs.	\$3.50
(D) 76 D 560	46 in.	7 oz.	32c	5 lbs.	3.50

PLAIN COLOR	COLOR	WIDTH	SHIP. WT.	DOUBLE ROLL
(Not shown) 76 D 561	Eggshell	18 in.	2 lbs. 8 oz.	\$1.38
(M) 76 D 564	Pink	18 in.	2 lbs. 8 oz.	1.38
(N) 76 D 562	Ivory	18 in.	2 lbs. 8 oz.	1.38
(P) 76 D 563	Green	18 in.	2 lbs. 8 oz.	1.38
(R) 76 D 565	Blue	18 in.	2 lbs. 8 oz.	1.38





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Mike Jackson, FAIA

IT'S SCRUBBABLE . .  
Wards Scrubbable  
have the same bea  
the same smart st  
them with soapsud

Dirt, grease and  
fused on a heavy p  
near the sink, soot  
Actual Laboratory  
are the most wash

CHOICE OF PATTE  
tions can be secure  
in room scenes ab  
ceilings. For finest  
patterns. Wainscot

SPECIFICATIONS . .  
Rolls only, 16 yards  
sold by the yard c  
For Wallpaper Tool



*Wallpaper Book*

MONTGOMERY WARD

